VOGUE

This number a

FORECAST

of

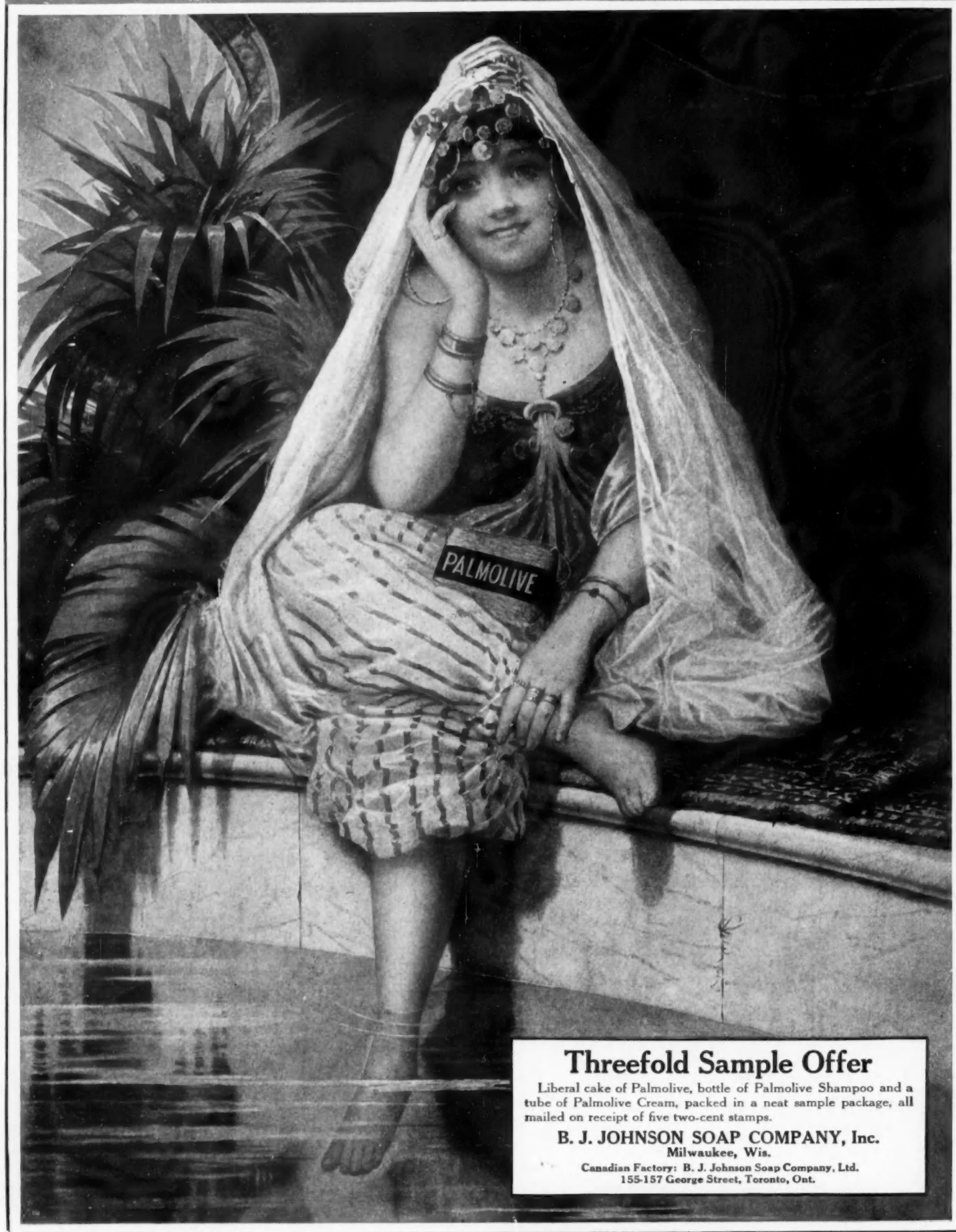
Autumn Fashions

September 15, 1914

The Vogue Company
CONDÉ NAST, *Publisher*

Price 25 cents

Why Don't You Use Palmolive Soap?



Threefold Sample Offer

Liberal cake of Palmolive, bottle of Palmolive Shampoo and a tube of Palmolive Cream, packed in a neat sample package, all mailed on receipt of five two-cent stamps.

B. J. JOHNSON SOAP COMPANY, Inc.
Milwaukee, Wis.

Canadian Factory: B. J. Johnson Soap Company, Ltd.
155-157 George Street, Toronto, Ont.

New Victor Records demonstrated at all dealers on the 28th of each month.

Where New York's Social Activities Reach Their Height

Here, in an atmosphere surcharged with the dash and spirit of Manhattan—buoyant, brilliant, scintillating—and suffused with refinement, one finds a phase of restaurant life representing the fashionable activities of New York at their zenith.

To meet the demands of its critical clientele, Churchill's has created a new era in à la carte service in a cuisine accorded to be the superior of any in New York.

And, similarly, its Cabaret Unique has struck a new and superior note in restaurant entertainment, presented every evening from seven to one.

With New York's most critical contingent of dancing folk, Churchill's handsome and spacious ballroom is extremely popular.

Churchill's is also held in distinctive favor by New York's smart women for Luncheon—both for its à la carte service and for its Special Luncheon, 75c, which marks a striking innovation in view of its merit for the charge.

To those who appreciate supreme artistic beauty combined with good taste, as the environment in which to dine, Churchill's will especially appeal. Newly decorated and refurnished, Churchill's is regarded as New York's most beautiful restaurant.

CHURCHILL'S

"More Than a Restaurant—A Broadway Institution"

Broadway at Forty-ninth Street

PARIS—4 Rue Martel

Franklin Simon & Co.

LONDON—29 Jewin Crescent

FIFTH AVENUE, 37th and 38th Streets, NEW YORK

Women's New Model Fall Suits

No. 85—*Dressy Suit of imported chiffon broadcloth*, in black, green, plum or brown, handsomely trimmed with bands of silk plush and braid ornaments to match, new model tunic skirt with foot band of plush.

Special **59.50**

Copies of Latest Paris Models

No. 89—*Dressy Suit of imported wool velour*, in black, navy, green or brown. Russian coat; collar, cuffs and belt handsomely embroidered to match, new model tunic skirt with fitted yoke.

Special **59.50**

No. 87—*Dressy Suit of imported chiffon velvet and broadcloth combined*, in black only, collar and cuffs trimmed with Monkey fur, skirt accordion pleated, trimmed with deep bands of velvet. *Special* **98.50**

Fall and Winter Style Book "CORRECT DRESS" Now Ready
Illustrating Everything in Ready-to-Wear Apparel for Women, Misses, Girls, Men, Young Men, Boys, Children and Infants
Mailed out of town upon application to Dept. "H"

KNOX HATS

The
"GREMWOLD"
SPORT COAT

Made of closely woven weather-proof covert fabric — Exclusively Knox

KNOX
452 Fifth Avenue

Ladies' Hats for every Occasion by Knox
Salesrooms 452 Fifth Ave
NEW YORK CITY

"BULLOZ" Model
Of imported black broadcloth trimmed with sable dyed Colinsky.
$98.50

"CECILE" Model
New satin blouse with Georgette sleeves. This model is secured in front with small link buttons. White, navy or black.
$5.50

Jeanne Lavin created the original of this model. Made in duvetyne and trimmed with suede belt
$75.00

"LINETTE" Model
New blouse of chiffon veiled over chiffon with small rose at shoulder.
Navy or black over white or all white, and also in all black.
$8.50

Exclusive copy of Linker model developed in the new covert cloth. Trimmed with bone buttons.
$55.00

"MARGOT"
Blouse of flesh or white crepe de chine with black moire bow trimmings and ribbon streamers on collar which may be used to close waist at neck.
$6.50

BONWIT TELLER & CO.

5th Avenue at 38th Street
New York

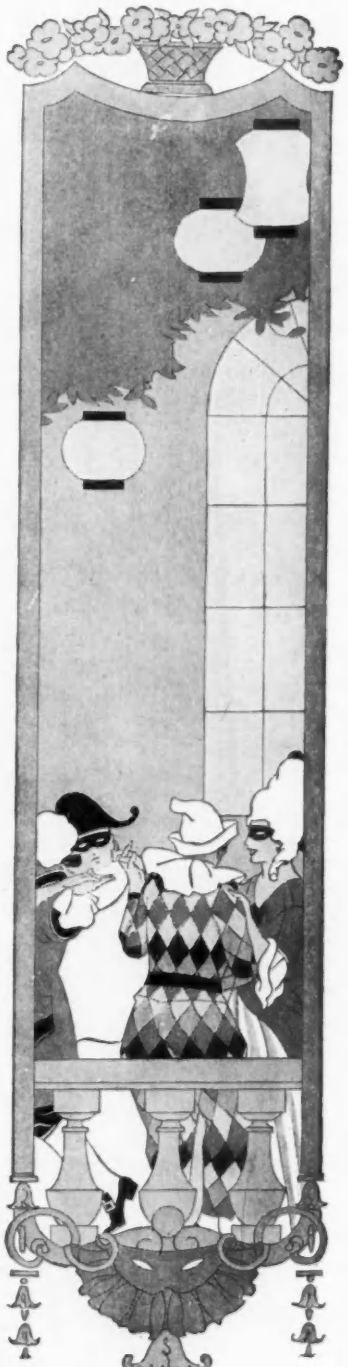
PARIS
42 Rue de Paradis

PHILADELPHIA
13th and Chestnut Streets

PIERCE-ARROW

Upon service you build your daily plans, of an inconceivable complexity, all of which would be thrown into confusion if the Pierce-Arrow missed at any point, but which are carried out to a perfection of nicety every day—not once on some fortunate, red-letter day, not on alternate Wednesdays or odd Fridays, but every day in every year.

THE PIERCE-ARROW MOTOR CAR CO.
BUFFALO NEW YORK



Early Fall Models at Mid-season Prices!

MARJORIE Quite as delightful as it looks is this dress for the small child. Simple, but excellently cut and with beautiful lines. Removable collar and cuffs of white pique embroidered in silk. Scalloped down the front in silk to match the wide taffeta belt. In Navy Blue Serge trimmed in color to harmonize. A most satisfactory school dress and one that is wholly original in design. Sizes 8, 10, 12 years. **$6.95**

Charmingly quaint is this little hat. Of velvet, ribbon trimmed. In all the most desirable colors. **$5.00**

GABRIELLE Radical changes are shown in the new suits; they present wholly new features. This is one of the loveliest examples of the new mode. Notice the length of this coat, the low-set belt and the back box-pleated to give the correct swing. The skirt is of the yoke variety with patch pocket over one hip. Of Gabardine—an especially desirable material this season. In black, Navy blue or green. A remarkably smart tailleur—one that is decidedly distingue. Sizes 16, 18, 20 years. A great value at only **$29.50**

The new silk sailor hat first seen at the Grand Prix, and so emphatically adopted by smartly dressed women here. Bound in velvet with fan-like trimmings of accordian pleated silk and two fancy pins. In the most wanted colors. **$15.00**

LA FASCINANTE The Basque has completely captivated America. Its place is firmly established among the most favored of the new ideas, and was quickly adopted by many American women known for their exquisite taste in dress. Here is a particularly becoming model. One that has just enough fullness thro the waist; just enough fit across the back to be becoming to the figure, and one that truly expresses all the correct French features. Of charmeuse, in black, Navy or Copenhagen blue with box pleated tunic over a narrow underskirt of the same lovely material. In the white vest, chic little collar and deep cuffs is reflected the love of the French for white silk. It is so smart! Sizes 16, 18, 20 years. Exceptional value at **$19.50**

The "envelope" hat is one of the loveliest ideas of the season—of black velvet adorned with a handsome gold ornament. Very becoming. **$10.00**

PATRICIA This frock has an individuality seldom found in children's clothes. Though distinctive in style, it shows the fashion influences of the season. Of Navy Blue Poplin of excellent quality, with black silk braid trimmings, bright red buttons and flat white pique collar. Quite Russian in coloring. Very practical and serviceable and a delightful change from the school dresses you have bought heretofore. Sizes 6, 8, 10 years. **$6.95**

Smart little hat of velvet, in all colors, with plaid facing and trimming. **$5.00**

LA CHARMANTE Among the new models, none has created more enthusiasm than this delightful effect. It carries the endorsement of leading French houses. This costume is developed in richly striped wool material combined with black charmeuse. The blouse is made of charmeuse with a wide band of the striped fabric crossing surplice-wise and falling in the back in a loop. The waist-coat with lovely flaring collar is of white satin embroidered in silks and gold thread in the newest colorings—the Byzantine. A noticeably distinguished costume at a remarkably attractive price. Sizes 16, 18, 20 years. **$29.50**

White Sailor with black velvet facing. The white wings are unexpectedly but charmingly placed. **$12.95**

CZARINA New Russian model—especially designed for the "between-age." Much thought has been given to the cut, and all long, ungraceful lines have been cleverly broken. Of Navy Blue Serge with contrasting plaids. Has removable white pique vest and collar. Attractive little touches are the ball buttons of contrasting color and the lacing at the front of the waist. Notice how closely this youthful model follows the prevailing fashion of the day; it is an achievement in correctly costuming the intermediate age.
Size 11, 13, 15 years **$8.95**

A new and charming phase of the sport hat. Of velvet, in all the fashionable colors—with a metal wing placed just where it lends the greatest charm. **$6.95**

Your mail or telephone order for these garments and hats will receive prompt and careful attention.

Fifth Avenue **Lord & Taylor** *New York*

Have You Used Vogue Patterns—Yet?

A number of women, we find, do not sit down and order their first Vogue Patterns calmly and deliberately. On the contrary, they wait till some sudden emergency — an unexpected trip, a wedding or something of that kind — suddenly points the way. Judge for yourself from these letters:

Dear Vogue: Fresno, Cal.

My funds would not go far toward purchasing the number of smart frocks I needed for a trip abroad, so I decided to try Vogue Patterns. Accordingly I hired a dressmaker who sewed very neatly and could, parrot-like, follow instructions—but whose clothes lacked style and distinction. Any woman who reads this knows and has labored with just such a seamstress.

I then studied the styles in "Seen in the Shops" and "Smart Fashions for Limited Incomes," made up my mind on exactly the patterns I needed, and invested in certain Vogue Patterns.

The result was splendid! The little gowns were perfect as to line and excellent as to style, and cost about one-third of what I should have had to pay had I bought them.

(Miss).....

Dear Vogue: Port Arthur, Ont.

In March my wedding was suddenly changed to a date not three weeks away. I got out my Vogue Pattern Supplement. For some of my simpler blouses, Vogue Patterns furnished the models, while my blue serge dress with the black taffeta under tunic, and flaring collar of organdie, looks as though it were the model from which the Vogue Pattern was drawn!

A little flowered crêpe dress was cut from another pattern, and I like it to the last detail.

At the end of three weeks the seemingly impossible had been accomplished. As I closed my trunks I felt that few girls travel into their new homes with clothes so correctly chosen. Without Vogue Patterns and suggestions, which I passed on to willing dressmakers, it would have been an almost hopeless task.

(Mrs.).....

Now it is not necessary to make a journey abroad, or even to be married, before you discover the practical value of these patterns. The next Vogue will be our annual

Autumn Pattern Number

and it will settle the whole dress problem — so for as your gowns, suits, wraps, waists and negligees are concerned. The fashions reproduced in pattern form range from simple little adaptations of the reigning mode to elaborate models copied line for line from this Autumn's sensations.

Two hundred and fifty models in all are shown in the next Vogue. Besides these regular stock patterns, any of which can be had at a moment's notice, Vogue is also prepared to cut to your order a special individual pattern for any costume shown anywhere in Vogue.

Be on the watch for this great and intensely practical number. Unless you are a regular subscriber, it is wise to put in a word for it now with your newsdealer.

New York
Brooklyn
Philadelphia

OPPENHEIM, COLLINS & CO

Cleveland
Buffalo
Newark

34th Street—New York

Showing of Women's and Misses' New Autumn Suits

Suitable for Immediate Wear — — — At Exceptionally Moderate Prices

On Sale In All Our Stores

A—Smart Tailored Broadcloth Suit, flare effect Coat; cuffs and convertible collar Baby Lamb cloth trimmed. Skirt has self-covered buttons and plaits down front. 29.75

B—Broadcloth Suit, flare back Coat; Collar, Cuffs and bias band of Baby Lamb cloth, large covered buttons. Skirt has three plaits to knee, front forms a panel. 39.75

C—Serge Suit, new model Redingote Basque effect. Coat made on straight lines with Velvet Collar and revers worn either flat or roll effect; coat and front of skirt, button trimmed. 35.00

D—Serge or Poplin Suit, loose effect model coat with box-plaits forming back from belt down; Velvet collar, cuffs and vest. Skirt yoke effect top with plait down front and three box-plaits at back. 29.75

E—Superior Quality Broadcloth Suit. Coat with standing roll collar; front buttons to neck or forms a roll rever, hand crochet ornaments and tassels. New bell model Skirt with semi-panel front. 50.00

Suits illustrated made in Black, Navy, Brown, Grey and Green

Hat "A," 12.50 Hat "B," 19.50 Hat "C," 16.50 Hat "D," 14.50 Hat "F," 15.00

SALES AND EXCHANGES

Wearing Apparel

FOR SALE—Real seal skin coat 42 in. long, size 36, double-breasted, handsome skunk collar, cuffs and muff. Excellent condition. Price with muff, $1,000—Value, $1,800. No. 696-D.

EVENING GOWN of wistaria chiffon velvet, waist of Limerick lace, detachable yoke, 36 bust, 39 length, scarcely been worn. Sell, $35. No. 715-D.

ONE dark blue cloth tailor-made suit, size 38 tunic model. Never been worn, $35. One white India shawl, large size, all embroidered, $50. No. 719-D.

FOR SALE—Handsome genuine India shawl, large and in perfect condition. Sell for $300. No. 720-D.

FOR SALE—Handsome afternoon or evening wrap, gray brocaded silk, Calvayrac Paris model, full length, good as new. Size 36. Sell, $25. No. 721-D.

EFFECTIVE pink taffeta evening gown, 36 bust, 41 skirt. Price $18, C.O.D. on approval. Other gowns for sale. Gold slippers 4½A, $5.00. No. 722-D.

ACCORDION pleated white chiffon frock. Sleeveless waist and overskirt of blue taffeta. Worn once, $35. Size 34-36. Pink satin slippers, never worn, size 3, $3. Will sell separately. No. 724-D.

LADIES' black jet dog collar, beautiful design, neck 13½ inches, cost $20; sell, $10. Patent leather ladies' riding boots, size 6-C, excellent condition, cost $18; sell $7. No. 725-D.

TROUSSEAU set of night-gown and combination, fine handkerchief linen, with Valenciennes and Irish lace, beautifully embroidered in basket design. Size 36-38. Never worn, $50. No. 729-D.

CHERRY brocade and tulle dinner gown. Cost $150—Sell $25. Nile green and silver dancing gown. Cost $100—Sell $25. Both in perfect condition. 5 ft. 5½ in. 36 bust. No. 730-D.

MIDNIGHT blue serge suit. Hickson's $125—Sell $30. Lovely pink, lavender and cream lace evening gown. Cost $150—Sell $25. Large, tall frame, 36 bust. No. 732-D.

FOR SALE—Semi-evening gown. Skirt white charmeuse, tunic pale green tulle, waist lace and tulle. Rose colored girdle. Size 34 to 36, $20. No. 734-D.

ACCOUNT of mourning, will sell white charmeuse with gold lace tunic evening gown, $20. Green chiffon over white satin with tunic of lighter green velvet and waist mostly opal bead lace evening gown, $25. Black charmeuse ecru spangled tunic, dinner gown, $10. White Valenciennes lace over pink satin afternoon gown, $5. All 38 bust and all like new. No. 735-D.

IRISH lace coat, 36 in. long, 36 bust, cutaway front. Cost $60—Sell for $25. Baby Irish lace collar. Cost $25—Sell for $15. Beautiful Ermine set—long shoulder piece, muff and soft turban. Perfect condition. Cost $400—Sell for $165. No. 736-D.

ONE Callot suit, blue velvet, size 36. Cost $82—Sell $25. Never worn. No. 737-D.

FOR SALE—Old English real seal cape and collar, long stole with tails, good condition. Length, 3 yards, width cape 8 in., width collar, 5 in., $75. No. 738-D.

FOR SALE—Beautiful black pony skin coat, full length. Large black lynx collar and cuffs—grey satin lined—size 36. Cost $200, will sacrifice for $150. No. 739-D.

FOR SALE—Dancing frock of turquoise blue chiffon elaborately trimmed with crystals over flesh satin. Rhinestone belt. Perfect condition. Size 36. Sell for $25. No. 740-D.

Wanted

FURS for Miss. Must be stylish, good condition and cheap. No. 233-B.

FUR lined auto coat, size 38. Must be good style, good condition and cheap. No. 234-B.

WANTED—Two old fashioned crazy quilts, suitable for twin Colonial four poster beds. Must be in good condition and reasonable. No. 235-B.

WANTED—By a young lady of 22, 5 ft. 5 in., slender, to purchase wearing apparel regularly from a chic dresser. Excellent condition absolutely essential. No. 236-B.

BOTH SIDES OF THE TRANSACTION

HERE is a letter from a woman who had something to dispose of, enclosing a note from a woman who needed what she had to offer:

Yonkers, N. Y.

Dear Vogue:

I have had such success in my transactions through the Sales and Exchanges Service that I think it high time to tell you about it.

I am enclosing a note from a satisfied purchaser, and since we are both so pleased, I thought you might like to know that you are the cause of it.

Your perfect courtesy and thoughtfulness make business with you delightful.

Very truly yours,
(Miss) —— ——

New Haven, Conn.

My Dear Miss ——:

It was very sweet of you to send the coat to me for inspection. It is entirely satisfactory and I have been in raptures ever since it came to me this forenoon. It is perfectly wonderful and just what I had been looking for. Even my two sisters have been spending the greater part of the day "trying it on."

Please accept my sincere thanks for your kindly interest in this matter. It is my first experience in purchasing through the Sales and Exchanges, and I am grateful to you for making it such a pleasant one.

Very sincerely yours,
(Miss) —— ——

THESE letters seem to indicate the very pleasant relations which exist between people who meet through the medium of the Sales and Exchanges Service. Perhaps we can be of assistance to you in this respect. All sales are private—no one but Vogue and the other woman know your name.

WHEN YOU ANSWER MESSAGES ON THIS PAGE

1. *Place your reply in a stamped envelope, unsealed, and with the number of the message in a corner. (For instance, 350-A.)*
2. *Enclose this in an outer envelope and mail it to Vogue. Do not telephone—all communications with Sales and Exchanges must be through the mails.*
3. *Send Vogue no money—wait until the other woman writes to you.*
4. *If her answer to your letter is satisfactory, then send Vogue your money order or certified check for the amount agreed upon. We will have the article sent you, and will keep your money on deposit until you instruct us to send it.*
5. *Never send any article to Vogue. The advertiser pays the expressage on articles sent for inspection—the one inspecting pays the return expressage if the article does not suit.*

WHEN YOU INSERT MESSAGES

Send your announcement to us when there is anything you wish to sell, or buy. It will cost $1 for 25 words or less. Additional words, five cents each. We should have your message for the November 1st Vogue not later than September 25th.

Address all communications to

Sales and Exchanges Service
Vogue 443 Fourth Avenue New York City

Miscellaneous

GORGEOUS pea fowls for sale. Full grown cocks with long tails, $15. Hens, $12. Pair, $25. Rarely ornamental for your country home. No. 663-D.

SEVERAL high grade wardrobe trunks of different sizes and qualities at a sacrifice. Never used. No. 709-D.

Miscellaneous, Cont'd

FOR SALE—Four poster canopy beds. Solid mahogany and a very large size, $110. Genuine antique. No. 716-D.

DOUBLE brass bed with box spring and mattress, used very little. Good condition, $25. Can be seen by appointment, N. Y. City. No. 717-D.

Miscellaneous, Cont'd

GENUINE ANTIQUE spinet, 54 inches long. Beautifully veneered in rosewood. In perfect condition. Can be easily altered into desk. Private family. No. 718-D.

COLONIAL china dinner set, including lattice fruit basket, compote and gravy-boats, very old, quaint shapes. Duplicate shown Museum Philadelphia and Historical Building, Jamestown Exposition. No. 723-D.

ANTIQUE embossed Feraghan rug, 12 x 18. Light blue and brown, good condition. Sell at sacrifice. Parties moved from city. No. 726-D.

FOR SALE—Mexican zerape, hundred years old, cannot be duplicated. Hand-woven, vegetable-dyed block-printed. Also rare zerape in rose shades. Found in Oaxaca by owner. No. 727-D.

FOR SALE—Early Battersea enamel patch boxes from a noted private collection, priced $6 to $15. Also fine specimens old valentines, period 1820-1840. No. 728-D.

APARTMENT for rent; most unusual opportunity. Completely furnished—piano, linen, silverware, kitchen utensils, etc.; all ready to occupy. Seven rooms all very light. Near Central Park, one block from subway and elevated stations and four car lines. Twelve minutes from theatre and shopping centers. Moderate rent. References required. No. 731-D.

GENUINE antiques—old mahogany hall clock, a Duncan Phyfe library table, an Empire sofa and Empire sewing table. No. 733-D.

Professional Services

A WOMAN of culture and pleasing personality desires a position as chaperone or companion. Competent to assume charge of large establishment. Highest references. No. 560-C.

WOMAN'S Club papers written by a clubwoman who is a college graduate and a member of a well-known literary family. State length desired. No. 561-C.

GENTLEWOMAN, well educated, practical, having small, private income, but no home, wishes position supervising housekeeper in refined family and care motherless child. Moderate salary. Or companion to lady spending winter South. Expenses only. No. 577-C.

REFINED young Southern woman desires position as companion to lady or young girl. Executive ability and adaptable. No preference of locality. No. 578-C.

YOUNG MAN—designer, cutter and fitter would like to connect himself with an exclusive ladies' tailoring establishment. Best references. No. 579-C.

WANTED—By well educated young woman, position as companion to young or middle aged lady. References exchanged. No. 580-C.

A NURSE wishing to change her occupation would like a position as companion, willing to assist with sewing. New York and vicinity. No. 581-C.

WANTED—Experienced working housekeeper (with daughter to educate) in small private school in the South. References. No. 582-C.

WANTED—By a refined woman of 60 years a position of house mother in the home of a widower with children. References exchanged. No. 583-C.

YOUNG woman of some literary ability desires work to do at home. Typewriting if desired. Highest References. No. 584-C.

AN ADAPTABLE lady, cheerful disposition, highest social references, desires position as companion or companion-housekeeper to semi-invalid or elderly person. Would make herself generally useful. No. 585-C.

NEW YORK hospital trained nurse will receive in attractive Colonial home, Eastern Long Island, an invalid or elderly lady or gentleman. Home cooking, devoted attention. Picturesque town—water views—beautiful library. Highest references exchanged. No. 586-C.

REFINED young woman desires position as traveling companion or will care for children if desired. References exchanged. No. 587-C.

WOMEN desiring extra spending money can secure good commission by referring their friends to me for trunks, especially wardrobe trunks. No. 547-C.

SMART AUTUMN SUITS
SHOWING THE NEWEST MODES

Stunning Tailored Suit of gabardine; satin collar and cuffs, elaborately hand-embroidered in matt gold; new plain four-gore skirt; fastened with braid ornament and buttons of self material. Colors: black, navy, seal brown and Russian green $49.50

Demi-tailored Suit of broadcloth; broadtail cloth collar; coat 34 inches long, lined with peau de cygne and trimmed with buttons of self material; plain skirt with deep pointed yoke. Colors: black, navy, and all the new desirable shades $35.00

Suit of superior quality broadtail cloth; skunk-dyed raccoon collar; buttons, bodice, and piping of satin; straight lined skirt with new deep yoke effect. Colors: black, nigger brown, and Russian green...$47.50

Of chiffon velvet....$57.50

Women's new Russian Blouse Coat Suit of broadcloth; trimmed with black broadtail cloth and silk braid; straight skirt with plaited fan at sides. Colors: black, navy, green, seal brown, and plum....$37.50

Same of velvet.....$49.50

STERN BROTHERS

West 42d Street **NEW YORK** **West 43d Street**

KAFFEE HAG

PERFECT COFFEE

95% OF THE CAFFEINE REMOVED

Sick or well it will be wiser in the end to drink Kaffee HAG. You certainly won't miss any of the delights of coffee, but are sure to save your nerves, heart and stomach. Kaffee HAG is a superior blend of choicest coffees with the caffeine removed and is so unusually well packed that all its flavor and deliciousness come to the table unimpaired. Kaffee HAG is recommended by physicians, hospitals and sanitariums all over the world.

ALL OF THE DELIGHTS—NONE OF THE REGRETS

25 cents the package—IN THE BEAN ONLY—all dealers

If your dealer cannot supply Kaffee HAG, send 25 cents to Kaffee HAG Corporation, 225 Fifth Avenue, New York, and a package will be sent postpaid.

Gossard Brassieres, *the* Latest Triumph *of* Gossard Designing

About six years ago, the fashion in blouses (we called them waists then) made the brassiere an absolute necessity. And that has been the case ever since. Nowadays it is an assured part of every well groomed woman's wardrobe, a piece of wearing apparel she must have, just as she must have shoes, or a hat.

When brassieres came into vogue, Gossard Corset wearers wanted Gossard brassieres and we made them, achieving the same style pre-eminence which has made us corset-makers to the world. In actual value, in material, finish and in fit they surpass anything ever offered at the same price.

Four very popular models are illustrated on the right. The central figure is wearing a brassiere which is most charming on rather slight figures. It gives just a little support and hides the undesirable break this figure must have between the bust and the top of our low-topped corsets. Ruffles inside help give a youthful contour to very slight figures.

Model 405 is perfect for the woman who has a rather full bust and some flesh through the lower shoulder blades. It gives perfect control at top of corset.

Model 845 is a soft little open-work mesh garment which has been designed primarily for wear under the corset, for the woman who needs very, very firm bust control. The first requisite of such a garment—that it must never raise the bust, crowd it up—has been particularly cared for in designing this brassiere.

Brassiere 2405 is an exquisite little model, made of fine shadow and cluny laces. For evening wear this brassiere is perfect. It is the camisole type, and represents a remarkable value at $3.50.

The smartly gowned women of Vienna, Paris, London, New York, Chicago and other fashion enters are now wearing Gossard brassieres. A trial of Gossard brassieres is all that is required to convince one of their altogether different design and exclusiveness.

West Gossard Corsets—They Lace in Front

SINCE THEIR INTRODUCTION, 11 YEARS AGO, GOSSARD FRONT - LACING CORSETS HAVE MADE MILLIONS OF WOMEN LOOK YOUNGER. THEY ASSIST TO PERFECT HEALTH WHICH IS THE BEGINNING OF TRUE BEAUTY

MADE IN ALMOST COUNTLESS STYLES AND MATERIALS AND PRICED AS LOW AS $2.00. ANY WOMAN CAN NOW HAVE ONE.

YOUR ADDRESS WILL BRING AN ILLUSTRATED BROCHURE OF GOSSARD CORSETS AND BRASSIERES.

The H. W. Gossard Co.

LONDON
Marshall & Snelgrove, Ltd.

CHICAGO
37 So. State St.
64 E. Madison St.
310 So. Michigan Ave.

NEW YORK
Bonwit Teller & Co.
Best & Co.
Olmstead Corset Co.
James McCreery & Co.
McCutcheon & Co.
Abraham & Straus, Brooklyn

PARIS
Aux Trois Quartiers
Galeries Lafayette

Copr. Life Pub. Co.

"Excuse me, Sir, but do you think I would be a success advertising the Down-and-Out Number of Life."

"Waal, Stranger, if you warn't a success at that, you wouldn't be at anything."

The Down-and-Out Number of *Life* Is coming on Tuesday, September 22. It is not only dedicated to Down-and-Outers, But it is a talisman against ever being one.

To keep yourself constantly cheered up is a matter of skill and experience, besides being a solemn duty. Ten cents' worth of LIFE has been known to do it. LIFE comes out every week. You can be a regular subscriber if you like. But don't let the expenditure of a dollar (see coupon) cast you down. Cheer up!

SPECIAL OFFER—THREE MONTHS—ONE DOLLAR

Enclosed find One Dollar (Canadian $1.13, Foreign $1.26). Send LIFE for three months to

_____

_____

_____

Open only to new subscribers; no subscription renewed at this rate.

LIFE, 67 West 31st Street, New York 34

One Year $5.00. (Canadian $5.52, Foreign $6.04)

A New Gallery at the Hampton Shops

IF you are in New York this Fall, pray accept a most cordial invitation to visit our New Gallery for Furnishing Suggestions.

Included therein is a series of rooms designed in strict accord with architectural precedent and so harmoniously fitted and decorated that they supply an unexampled opportunity to display, against suitable backgrounds and amid such tasteful surroundings, any one piece or any complete set you may care to select from among our Hampton Shops Reproductions.

Our Furniture is to be seen only in our New York Galleries.

Hampton Shops

34 and 36 West 32d St., New York
Between Fifth Ave., and Broadway

VOGUE'S SCHOOL DIRECTORY

Each school represented below is recommended to the patronage of our readers

New York | *New York* | *New York*

OAKSMERE

Mrs. Merrill's School for Girls

Orienta Point Mamaroneck, N. Y.

The Residence at Oaksmere

Situated in a most beautiful part of Westchester County, Oaksmere offers a complete college preparatory and finishing course. Magnificent grounds with all outdoor advantages. One-tenth of a mile fronting on Long Island Sound. Special training in advanced English, literature, art, history and the languages, as well as a thorough training for grace and ease of manner. Catalogue giving complete information, and showing many views of this unique school, may be obtained upon application. Address.

OAKSMERE

Mrs. Merrill's School for Girls, Orienta Point, Mamaroneck-on-the-Sound, N. Y.

Telephone, 329-Mamaroneck.

A city school with country advantages

THE SEMPLE SCHOOL FOR GIRLS

The School

An excellent boarding and day school for girls. College preparatory and finishing courses. Thorough work in all cultural subjects—opportunities for social recreation. Write for complete catalogue.

Central Park

Mrs. T. DARRINGTON SEMPLE, Principal

241 Central Park West New York City

Mrs. Hazen's School for Girls

Newly equipped Department for Domestic Science and Household Economics. Advanced courses for Postgraduates and Special Students, with additional City and Social privileges. Lectures, Languages, Voice Culture, Civics, Sociology, Drama, Opera, Athletics, Preparation for Foreign Travel. Half hour from New York City.

Mrs. John Cunningham Hazen, Principal

Pelham Manor New York

THE GARDNER SCHOOL FOR GIRLS

607 Fifth Avenue, New York

A school that provides a delightful home for girls, where they can enjoy all the advantages of the city. Regular and advanced special courses; splendid opportunities for the study of music. Class instruction in art, elocution, dancing, as well as chaperonage included in the general fee.

Riding, skating, swimming, tennis, etc.

MISS ELTINGE and MISS MASLAND, Principals

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1884

Connected with Mr. Charles Frohman's Empire Theatre and Companies

FRANKLIN H. SARGENT
President

For Catalogue and Information, apply to THE SECRETARY, ROOM 162, CARNEGIE HALL, NEW YORK

The Brown School of Tutoring

Boy's School and Office 241 WEST 75th STREET — Girl's School 239 WEST 75th STREET

OPEN ALL YEAR

Founded 1906. Thorough preparation for school and colleges in half the time taken by class schools. Fifteen teachers, each with at least 12 years' experience. Lessons at home or school. Pupils taught how to study and how to acquire independence of thought.

"A SCHOOL WITH AN ATMOSPHERE OF WORK"

SUMMER RESIDENT TUTORING:

Long Island, Jersey Coast, Greenwich, Connecticut, etc.

NEW-YORK, New-York, 42 Riverside Drive. (At 76th Street.)

THE GRAHAM SCHOOL FOR GIRLS

Resident and day pupils. General and college preparatory courses. Unrivaled location overlooking Riverside Park and the Hudson. 99th year opens October 7th.

THE COMSTOCK SCHOOL FOR GIRLS

52 E. 72nd St.

One block from Fifth Avenue and Central Park. Regular and special courses. Unusual opportunities for social life, and the advantages of New York.

MISS DAY, Principal.

THE FINCH SCHOOL

On account of the unsettled condition of Europe, which will prevent many girls from going abroad for study, the Finch School has made arrangements for additional accommodations and offers those girls unusual advantages in Art, Music, Modern Languages, as well as General Courses.

Applicants must make personal visit or be recommended by former pupils or other friends of the School. Fees $1350.

61 East 77th Street, New York City.

MRS. ISABEL D. COATES

NEW RESIDENCE, 228 WEST 72ND ST., NEW YORK

Will receive in her home a limited number of Girls who wish to study Art, Music, Languages. Students may select their own masters. Circulars on application.

THE SCUDDER SCHOOL FOR GIRLS

DAY AND BOARDING

FINISHING SCHOOL. SECRETARIAL COURSE. COLLEGE PREPARATORY

—is a school where, in addition to the academic work, girls receive training in the practical duties of life. *That* constitutes a *finishing* course that is worth while, does it not? Investigate, too, the possibilities of the well-paid and dignified profession of private secretary. Let us tell you how you can fit yourself thoroly for it at THE SCUDDER SCHOOL, where amid pleasant, refined surroundings you can learn just what the secretary ought to know, and learn it well. Make yourself *able* to support yourself, whether or not you need to.

Address, Myron T. Scudder, President, 53 West 96th Street, New York City.

Also College Preparatory; Montessori Kindergarten; Elementary. Outdoor Gymnasium. "Camp Fire Girls." Splendid Domestic Science Work.

THE KNOX SCHOOL

Tarrytown-on-Hudson, New York, Box 7.

Formerly at Briarcliff Manor. Country School for Girls. 50 minutes from New York City.

MRS. RUSSELL HOUGHTON, Principal.

ELINOR COMSTOCK MUSIC SCHOOL

This school is endorsed by greatest musicians including

IGNACE JEAN PADEREWSKI

Home life and care with the incentive of artistic environment. Frequent association with the greatest artists and opportunity to make their personal acquaintance. Preparations for concerts and operas. Classes of English Literature, Languages, History of Art, Classic Dancing. Day pupils accepted. **ELINOR COMSTOCK**, pupil of Leschetizky, *Principal*

1000 Madison Avenue New York City

KYLE SCHOOL FOR BOYS, Irvington-on-Hudson, N. Y.

22 miles from New York. A most beautiful location overlooking the Hudson. Prepares for business and college. Upper and lower school; ages from 8 to 20 years. Unsurpassed advantages in German. Athletic field. Military drill. 25 years of successful work under present principal. Dr. Paul Kyle, Box 6 (Formerly Flushing, L. I.).

MISS C. E. MASON'S SUBURBAN SCHOOL for GIRLS. "THE CASTLE,"

Tarrytown-on-Hudson, N.Y.

Only 40 minutes from N. Y. City. Upper School for girls 13 to 25; Lower School for girls 7 to 13. All departments, including vocational. Special courses in Art, Music, Literature, Languages. Certificate admits to leading colleges. European travel class. Illustrated catalog.

MISS C. E. MASON, LL. M., Lock Box 731.

Mrs. David C. Preyer

will receive in her home a few young ladies who wish to study any of the arts and languages. Chaperonage. Students may select their own masters.

27 WEST 67th STREET NEW YORK

A SCHOOL HOME IN NEW YORK

In connection with a college preparatory and post-graduate course of study.

The Rayson School will specially prepare its students to see and enjoy the best in Music, Art and the Drama in New York City with careful chaperonage.

MISS CLARA I. COLBURNE, A. B.
MISS MARTHA K. HUMPHREY, A. M. Principals.

The Rayson School, 164-166-168 W. 75th Street.

The Domestic Arts and Science Studio

Private classes in Cooking, the care of the Household, in Sewing and Millinery are taught by an unusual method in a model apartment. Ladies form their own classes or may join one now forming. Address, Miss B. M. Becker, 150 West 80th Street, New York City. Phone 9925 Schuyler.

Ossining School for Girls

Suburban to New York. Preparatory, Vocational, Art, Music, and Home Making Courses. Gardening and Horticulture. 47th year. Modern buildings in a ten-acre park. *Separate house for younger girls.* Year Book on request. Clara C. Fuller, Principal, Martha J. Naramore, Associate Principal, Ossining-on-Hudson, N. Y.

THE BRYANT SCHOOL *for* STAMMERING

An institution for the correction of speech defects. Established by a physician in 1888. Methods embrace remedies for nervous conditions as well as speech training. Even short courses show immediate improvement. New, instructive booklet, "Speech Disorders and Their Treatment," free. Open all summer.

FRANK A. BRYANT, M. D., Principal, 68 West 40th St., New York

VOGUE'S SCHOOL DIRECTORY

Each school represented below is recommended to the patronage of our readers

New York

Miss Bangs and Miss Whiton's
Boarding and Day School

¶ The only school for girls in New York which can and does give the opportunities of the city with the advantages of country life and sports.

The following features make it a leader in the highest type of School for Girls:—

¶ It is small enough to insure a real home, careful personal training, and thoughtful supervision of health, manners and instruction.
¶ It is large enough to give the proper school spirit.
¶ Its pupils enter College upon its own certificate.
¶ It has a brilliant Music Department.
¶ Class instruction in Folk and Aesthetic Dancing, Elocution and Art are included in the general fee.
¶ Special Gymnastic Exercises for each student according to her needs.
¶ There are upper classes for Special Students.
¶ Summer Tutoring arranged when needed or desired.

"A REAL SCHOOL"
Riverdale Avenue, near 252d Street, West
New York City

Massachusetts

THE MISSES ALLEN SCHOOL
West Newton, Mass.
ADDRESS AS ABOVE FOR CIRCULARS

MISS CHAMBERLAYNE'S SCHOOL for GIRLS
The Fenway 28, Boston, Massachusetts
Circular on request.

Emerson College of Oratory
Largest School of Oratory, Literature and Pedagogy in America. Summer Sessions. 5th year opens Sept. 22nd. Address,
HARRY SEYMOUR ROSS, Dean,
Huntington Chambers, Boston, Mass.

HOUSE IN THE PINES
NORTON, MASS. (40 minutes from Boston). A school for girls. Intermediate and Academic Courses. Languages—native teachers. Music. Household Arts. Every attention not only to habits of study, but to each girl's health and happiness. MISS GERTRUDE E. CORNISH, Principal.

LASELL SEMINARY
Advanced work for High School graduates. Music, Art, Household Sciences. Twenty acres, twelve buildings. Address
G. M. WINSLOW, Ph. D., Principal.
126 Woodland Road, Auburndale, Massachusetts.

The MacDuffie School for Girls
Springfield, Mass.
Between Boston and New York. *No raw east winds.* Three houses. Beautiful grounds. College and general courses. Music, Art, Domestic Science, Gymnasium, tennis, ponies, swimming. Principals:
John MacDuffie (Harv.) Mrs. John MacDuffie (Radcl.)

ALLEN SCHOOL FOR BOYS
West Newton, Mass. Where boys are made self-reliant. 62nd year. $800. Modern equipment. Maximum preparation for college or scientific school. Manual training. Athletic fields. Swimming pool. Separate school for young boys. Send for catalog.
Everett Starr Jones, Director
Howard Brown Gibbs, Head Master

THE WESTON SCHOOL FOR GIRLS
Life in the open. New residence. Outdoor classes and gymnastics. Golf, tennis, swimming, skating, snowshoeing. College preparatory and general courses. Homemaking.
Mrs. ELISABETH MATHEWS-RICHARDSON, A. B.,
Principal, Box Letter V, Weston, Mass.

MISS FAULKNER'S HOUSE OF EDUCATION
For the Training of Gentlewomen, from Eight to Eighteen. Prepares for any College.
Dedham, Massachusetts.

Worcester Domestic Science School
One and two-year Normal and Home-making courses. Trains for teachers of cookery, sewing, matrons, dietitians, housekeepers. The only school devoted solely to Normal Domestic Science training. Graduates occupy exceptional positions. Address
Mrs. F. A. WETHERED, 158 Institute Rd., Worcester, Mass.

A Last Minute Choice

As you read this issue of Vogue you have, at the most, twenty days in which to select a school for your children. Employ it to its fullest advantage.

The schools on these pages are thoroughly reliable and Vogue can recommend them to you absolutely. Use this list in making your choice. Read the announcements carefully; then write to the school in which you are most interested and visit them if possible.

But, if for any reason you are unable to find exactly the school you are seeking, then write to Vogue. Vogue's School Service will be glad to give you information and advice.

Give us as many details as possible concerning location, tuition, etc., and Vogue will give you the benefit of its experience with and knowledge of schools.

VOGUE SCHOOL SERVICE
443 Fourth Avenue - - - New York

Connecticut

"SUCCESS FOR EVERY BOY"

The Thorpe School of Tutoring emphasizes *individual instruction* as the method best adapted to the needs of

1. Boys who desire to be thoroughly prepared to enter the large preparatory schools.
2. Boys who desire in the shortest time to be thoroughly equipped to enter college.
3. Boys who have been unsuccessful at other schools.

Limited to ten boys of highest character. A combination of happy home life and study. Recreative sports. School Year begins Sept. 30. Address
EDWARD O. THORPE, Director Stamford, Conn.

Stamford Preparatory School
STAMFORD CONNECTICUT
Fifty minutes from New York. An ideal home school on the cottage plan. Only six boys of highest character received in each house. Certificate privilege. All athletics. For catalogue, address Alfred C. Robjent, Director.

THE RIDGE
A Home and School in the country for very small boys. Special arrangements for care of a few boys during the summer.
MRS. WILLIAM GOLD BRINSMADE, Washington, Conn.

Ingleside School for Girls
THE MISSES TEWKSBURY, Principals
New Millford, Litchfield County, Conn.

SAINT MARGARET'S SCHOOL
College entrance certificate. General Courses. Household arts and crafts. 46th year. Gymnasium. Happy spirit of good fellowship between teacher and pupil. 60-acre school farm. MISS EMILY GARDNER MUNRO, A.M., Principal.
Waterbury, Connecticut.

Virginia

SWEET BRIAR, Virginia.
Sweet Briar College *A College for Women*
A four years' collegiate course leads to the A. B. degree. A subfreshman course prepares for college. Located in the Piedmont section of Virginia. Catalogue and views sent on application.
DR. MARY K. BENEDICT, President, Box 138.

STUYVESANT SCHOOL Warrenton, Va.
In the Piedmont Region of Virginia, offers Unequalled Opportunities for Individual Instruction, personal attention and open-air life. *Send for catalogue.*
EDWIN B. KING, M.A., Headmaster.

Tennessee

ROWLAND HALL
Ooltewah, Tennessee
Delightful country home school for girls. Beautiful fifteen-acre campus from which can be seen historical Lookout Mountain. Mild climate. Preparatory Department for selected college. Special advantages offered in Music, Expression, Domestic Science and Modern Languages, Riding, Tennis, etc.
EDITH S. COLSON, *Secretary*

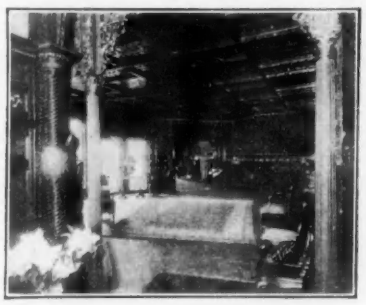
WARD-BELMONT
Union of Belmont College (25th year) and Ward Seminary (50th year). Opens Sept. 24th in half-million-dollar plant. 12 schools. Academic, College Preparatory, Music, Art, Expression, Domestic Science, Physical Education. Apply early. Registration limited. JENNIE P. MASSON, Registrar, Nashville, Tenn.

California

ST. MATTHEW'S SCHOOL—Episcopal
Fifteen miles south of San Francisco—dry atmosphere—out-of-door life. Accredited to colleges East and West. Established 1866. Boys taken from eight years of age. Send for catalog. REV. WM. A. BREWER, RECTOR, Burlingame, California.

Rhode Island

The Berkeley School for Girls
Newport, Rhode Island



In a very beautiful section of Newport. Wonderful climate, both summer and winter. Offers Newport's unusual advantages. Cultured surroundings. College Preparatory and Finishing Courses, Music, Art and Languages especially emphasized. Outdoor life, tennis, riding, swimming, also gymnasium, etc. For circular, address
The Berkeley School for Girls
PRINCIPALS:
Mrs. Stephen Elliott Balch
Miss Rosalie Minturn Mayer, A. B.

Private Family surroundings and the care of competent instructors and physicians for a **few children who need individual instruction and special physical care.** Instruction and exercises adapted to the special physical needs of each pupil. Physical handicaps overcome by scientific treatment. Outdoor life on Narragansett Bay. Write for catalogue and particulars. R. D. TUCKER,
Principal the Shepard School, Wickford, R. I.

Pennsylvania

The Baldwin School
A Country School for Girls. Box X, Bryn Mawr, Penna.
Preparatory for Bryn Mawr, Smith, Vassar and Wellesley colleges. Also strong general course. Within 23 years 250 students from this school have entered Bryn Mawr College. Certificate privileges for other colleges. Fireproof stone building. Abundant outdoor life and athletics.
JANE L. BROWNELL, A. M., Head of the School
ELIZABETH FORREST JOHNSON, A.B., Associate Head

Beechwood
A Cultural and Practical School
For Young Women
Box 412, JENKINTOWN, PA. **(23 Minutes from Philadelphia.) Has a twofold aim; to discover and develop each pupil's aptitude for some definite lifework; and to seek culture through academic and social training.**
College Preparatory: College Departments, Conservatory of Music; Art, Arts and Crafts, Oratory, Courses in Domestic Arts and Sciences, Secretaryship, Normal Gymnastics, Normal Kindergarten, as electives. Swimming pool. **M. H. REASER, Ph. D., President.**
Rev. D. R. KERR, D. D, LL.D., Associate

BISHOPTHORPE MANOR
SOUTH BETHLEHEM, PENNA.
Claude N. Wyant, Principal
Bishop Ethelbert Talbot, Visitor

Convenient to New York and Philadelphia. College Preparatory and Finishing Courses. Certificate Privileges. Two years' advanced course for High School graduates. Special buildings; spacious grounds. Athletics and outdoor life. Exceptional advantages in Music, Art, Elocution, Domestic Science, Domestic Art, Arts and Crafts. For booklets address the Principal, Box 243.

Miss Cowles' School (Highland Hall) FOR GIRLS
Emma Milton Cowles, A.B., Head of School. Prepares for all colleges. Certificate privileges. Strong general course. Music, Art and Domestic Science. Healthful location. Gymnasium, Swimming Pool and Sleeping Porch. Resident Physical Director. For catalogue address The Secretary, Hollidaysburg, Pennsylvania.

Miss Sayward's School
Pennsylvania, Overbrook.
For Girls, Suburb of Philadelphia. College preparatory and special courses. Certificate to leading colleges. Music, Domestic Science. Physical training, outdoor sports, horseback riding, swimming. Grounds and building enlarged. Develops character, mind and body. **Miss S. Janet Sayward, Principal.**

THURSTON PREPARATORY SCHOOL
Home and day school for girls. College Preparatory, Elective, and Post-Graduate Courses. Art, Music. Certificate admits to leading colleges. Fourteen acres of beautiful grounds. Gymnasium and field sports. For catalogue address Miss Alice M. Thurston, 6601 5th Ave., Pittsburgh, Pa.

VOGUE'S SCHOOL DIRECTORY

Each school represented below is recommended to the patronage of our readers

Ohio

CINCINNATI CONSERVATORY of MUSIC. ESTABLISHED 1867

CLARA BAUR, Foundress

Instructs, trains and educates after the best methods of **Foremost European Conservatories.** The faculty numbers some of the **Leading Musicians** and **Artists of today.**

ELOCUTION MUSIC LANGUAGES

Location Ideal with respect to home comfort and luxurious surroundings. The **most completely equipped buildings devoted to music in America. Day and resident students may enter at any time.** Illustrated Catalogue **FREE.**

MISS BERTHA BAUR Highland Ave., Oak St. and Burnet Ave. Cincinnati, O.

Ohio

Foreign

MISS MAC LEAN'S SCHOOL
FOR AMERICAN GIRLS—PARIS, FRANCE
SIXTH YEAR
LANGUAGES, ART, MUSIC
Two months' travel. Six months' residence **in Paris.** October sailing. For circular, address
MRS. EDWARD H. BURDICK,
537 West 121st Street, New York City

Madame Canivet

receives in her home in Paris a few young girls wishing to perfect themselves in French, art and music.
10 Avenue Jules Janin Paris, France

District of Columbia

The Colonial School For Girls

Offers unexcelled advantages for study in the NATIONAL CAPITAL for those whose plan to study in EUROPEAN CAPITALS is delayed by the present war conditions. Music, Art, Modern Languages. Art History. Travel Class. Expression. College Preparatory. High School and Collegiate courses of study. Three years advanced work of college grade for Seminary graduates in English, Languages, History and Science. Out-of-doors athletics. Individual consideration. Catalogue.

Miss CHARLOTTE CRITTENDEN EVERETT, Principal
1727 Connecticut Avenue, Washington, D. C.

Bristol School For Girls. French Residence Elective, Preparatory. Academic and 2 years Collegiate Courses. Superior Music Masters—Diploma Course. New additional fireproof building. Gymnasium, swimming pool. Basketball, tennis. Literature, Psychology, Civics, by Dr. Merrill E. Gates, ex-Pres. Amherst College. Miss Alice A. Bristol, Prin. DIST. OF COLUMBIA, Washington, Mintwood Rd. and 19th St.

District of Columbia

WILSON-GREENE SCHOOL OF MUSIC

Students in a distinctly musical environment. **The only** resident music school for young ladies in Washington. Endorsed by the world's greatest musicians. Voice, piano, organ, violin, harmony, opera, dramatic art, languages, English literature, classic dancing, expression, "Accompanying as an ART." Individual attention, home life, daily supervision of practice. Twelve or more free concerts by world-renowned artists. Mr. and Mrs. Greene are the musical leaders of Washington. Early registration necessary. Catalog. Thos. Evans Greene, Mrs. Wilson-Greene, Prin. District of Columbia, Washington, 2647 Connecticut Ave.

MARTHA WASHINGTON SEMINARY
For Young Women. Washington, D. C.

Located in the finest residential section of the National Capital, overlooking Dupont Circle. Delightful school life combined with Washington advantages. **Two years' course for high school graduates.** General and special courses. Department of **Domestic Science** and Household Arts, Music, Elocution, Art and Modern Languages. **Outdoor Sports.** Sight-seeing each week. $600 a year upward.
Edward W. Thompson, Prin., 1601 Connecticut Avenue

Fairmont--A Home School for Girls **District of Columbia, Washington**
Regular and Elective Courses.
Attractive Courses for High School Graduates.
Music, Art, Expression. Outdoor Sports.

New Jersey

Miss Beard's School for Girls
NEW JERSEY, ORANGE
A country school, 13 miles from New York City. College preparatory and special courses. Music, Art. Domestic Arts and Science. Supervised physical work in gymnasium and field. Illustrated catalogue on request. Address Miss LUCIE C. BEARD.

MONTCLAIR ACADEMY
For Boys. Orange Mountains. Correspondence or, better, a personal visit invited from those desiring the best. Booklet, "Your Boy and Our School" will interest you, no matter where your boy is educated. Address: John G. MacVicar, Headmaster, Box 36, Montclair, N. J.

NEW JERSEY, Hightstown
Peddie Institute An endowed school for boys, offering thorough preparation for all colleges. Strong faculty. 250 boys. Business, Music, 60-acre campus. Gymnasium, swimming pool. Athletic field. Lower school for boys 11 to 14 years. Rates $450 to $550. 49th year opens Sept. 23rd. Catalog on request. Address R. W. Swetland, A. M., Box 9-1

Florida

FLORIDA OPEN AIR SCHOOL
A boarding and day school for girls. The outdoor life of the Open Air School is an innovation in school life. College Preparatory, Elective and Post Graduate courses. Certificate admits to leading colleges. Unexcelled Music advantages. Gymnasium, sleeping porches, field and aquatic sports. For prospectus address Mrs. LANGDON CASKIN JACKSONVILLE, FLORIDA.

Remove the Marks of your Summer in the Open

For Double Chin

MARY GREY CHIN STRAP

Indispensable for preventing and remedying double chin and puffy cheeks. Worn for a few hours at night it supports the tired facial muscles and prevents sagging and a scraggly chin. Price $2.50, or if you require the special chin strap of double weave $5 postpaid.

A NEW DRESS SHIELD

A recent importation from Paris and the last lot obtainable. A delicate flesh-colored combination in soft silk 75 cents a pair. A colorless pair of fish skin for 50 cents a pair.

MARY GREY WRINKLE PLASTERS

Cut to fit the lines from nose to mouth, the "worry" lines between the eyes and at the corner of the eyes. 50 cents a box.

MARY GREY HAND CREAM

Will keep your hands soft and white. It should be rubbed in after the hands have been bathed and thoroughly dried. $1 a bottle.

Now is the time when you need all the resources of a first class metropolitan beauty specialist. These resources are at your disposal if you will immediately call upon or write to

MARY GREY

For instance, if the skin has become roughened and tanned by sun or wind, a few Mary Grey treatments will restore its clearness and beauty. If you are not in New York, send at once for Mary Grey's

BLEACH CREAM

This cream will bleach and smooth the skin, restoring its natural soft texture. It cannot injure the most tender skin, but has a tonic value as well as unapproached power by removing tan and roughness. Price $1 a pot.

MARY GREY TREATMENTS

When in New York, be sure to call at Mary Grey's Salon for one or more scientific treatments. The skin is not stretched but stimulated to healthy action. Single treatment, $2.50; a course of six treatments, $10.

MARY GREY
2 E. 46th St., between the Ritz and Fifth Avenue, **New York**

Mary Grey's little "Book of Beauty" accompanies each order.

You Need Mary Grey's

HOME TREATMENT BOX

PREPARED specially for the woman who cannot come in for frequent treatments at the Mary Grey Salon. This scientifically prepared and very compact box contains the necessary tonics and creams to keep your skin in perfect condition. You will find in it—

Mary Grey Cleansing Cream, which penetrates the deepest recesses of the pores, freeing them from clogging impurities. Sold separately $3, $1.50 and 75 cents a jar.

Mary Grey Skin Tonic tones up the tissues—sold separately $5 and $2 and 75 cents a bottle.

Mary Grey Retiring Cream makes the skin smooth and pliable. Sold separately $3 and $1.50 a jar.

Mary Grey Muscle Oil to eradicate lines about the eyes. Sold separately $5, $2.50 and $1 a bottle.

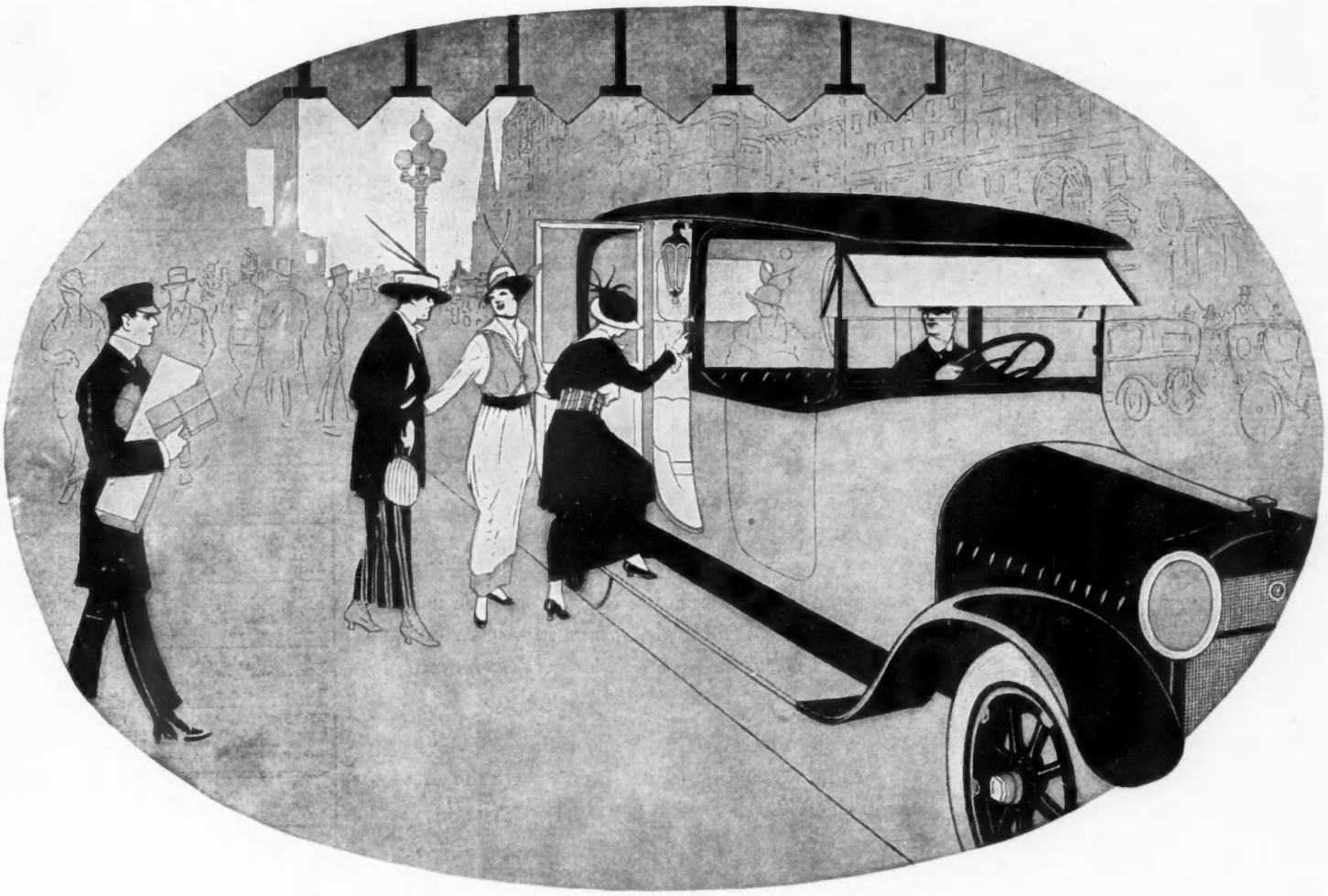
Mary Grey Liquid Rouge. Sold separately $1 a bottle.

Mary Grey Liquid Powder. Sold separately $2.50 and $1.50 a bottle.

Mary Grey Sachets of herbs and flower petals for oily skin and to close the pores. Sold separately $2.50 a box.

Facial Cloths of soft Japanese paper for drying the skin. Sold separately 200 sheets for $1.

All of these necessities are combined in an attractive cardboard Home Treatment Box for $5 or in a larger box of Japanese Metal for $10.



Chalmers

A car of European lines at an American price is this graceful new Chalmers Limousine. Its beauty, its elegance of finish, its correctness of design and equipment appeal to all women of taste. The mechanical perfection of its well-tried Chalmers "Light Six" chassis and the remarkable value at the price, $3300, make an equally strong appeal to the judgment of men.

The rounded-back, French-type aluminum body gives, we believe, the smartest style, the greatest roominess, and the most complete protection ever offered in enclosed cars. It is *sound proof*—for the one-piece aluminum roof is free from all vibration or drumming. *Heat proof*—for this well-lined domed roof repels the sun's rays. *Weather* and *draft proof*—for the flush doors and the metal bound windows fit to a nicety.

Upholstery and finishings are of the finest imported cloths. Appointments include everything you could ask in a limousine—electric lights, pockets, arm rests, disappearing seats, and specially designed safety storm vision windshield.

Fully to appreciate this car you must see it. Our dealer will be glad to show it.

We shall be glad to send you our book about Chalmers Enclosed cars—now on the press. Please ask for "Enclosed Car Book V"

CHALMERS MOTOR COMPANY, DETROIT

CHALMERS MOTOR CO. Detroit, Mich. U.S.A.

Quality First

"LIGHT SIX"
7-Passenger Limousine $3300
5-Passenger Sedan $2850
2-Passenger Coupelet $2100
6-Passenger Touring Car $1900
5-Passenger Touring Car $1850

"MASTER SIX"
7-Passenger Touring Car $2400
5-Passenger Torpedo $2400
F. o. b. Detroit.

SHOPPERS' AND BUYERS' GUIDE

A classified list of business concerns which we recommend to the patronage of our readers

One year, (24 issues) payable with order	**$70.00**
One year, (24 issues) payable monthly in advance	80.00
Six months, (12 issues) payable with order	40.00
Six months, (12 issues) payable monthly in advance	44.00
Four insertions, (minimum order) payable with order	15.00

Shoppers' and Buyers' Guide, Vogue, 443 Fourth Ave., New York.

A Teacher of Modern Dances

THE avalanche of enthusiasm for modern dancing has brought prosperity to many people. Among them is a Western girl, Miss Eleanor Arthur, who has been offering in the Shoppers' & Buyers' Guide to teach Vogue readers the latest steps.

Miss Arthur's first advertisement brought eleven people to her, and these eleven people were the first links in an endless chain that is still growing.

First came two women who brought their friends for lessons, and the result was several dancing classes that lasted throughout the winter. Next came a portrait painter, followed by his wife and their two children; then a man who has been taking three lessons a week ever since, and then two well-known workers for women's suffrage.

Not only has Miss Arthur's clientele been increased in this way, but through Vogue she has also received several invitations for week-end lessons out of town, two of which have netted her $500 each.

Miss Arthur says that her little announcements in Vogue, costing $27, have so far brought her about $2500. Next season she will confine her advertising to Vogue and to Vanity Fair, because she is firmly convinced that these two magazines effectively cover her entire field. During a Western trip this summer she was several times greeted with the exclamation, "Why, I know you already through your advertisement in Vogue."

Eleanor Arthur's experience should be valuable to any woman who has something worth while to offer the readers of Vogue.

SHOPPERS' & BUYERS' GUIDE SERVICE

Vogue 443 Fourth Avenue New York

Antiques

BRASS TEA-CADDY filled with one-quarter pound of Russian caravan tea. An excellent & useful gift. Complete $1.75. Call or write. Russian Antique Shop, 1 E. 28th St., N. Y.

LANS CURIOSITY CO., 439 4th Ave., N. Y. Special-Sheffield Plate double vegetable dish with Plain, Queen Ann, or Grape border (9x12) $6.50. Historical China. Rare Antiques.

Art Galleries

FIFTH AVENUE ART GALLERIES, 516 5th Av. & 1, 3, 5 W.45 St.,N.Y. Tapestries, Paintings, Antiques, Art Objects & Household effects sold at auction on com. basis. Jas. P. Silo, auctioneer.

THE LITTLE GALLERY, 15-17 East 40th Street, New York. Fifth floor. Distinctive gifts in silver and copper. Table silver, porringers, childrea sets, etc.

MURRAY HILL ART GALLERIES. 17 W. 31st St., N. Y. Old and Modern Paintings. Special attention given to restoring, framing, gilding, and care of collections in city or out.

Auction—Bridge—500

"RAD-BRIDGE" patented playing cards, natural designs, NOW made by the U.S. Playing Card Co.—"They are NOW as good as the best—besides they're 'Rad-Bridge.'" Kate Wheelock.

"RAD-BRIDGE" 441 "Linen Crash," latest.
201 "Club Linen" / 169 "Velour" / 383 "Basket Weave" — New faces, improved designs, enlarged indexes, New Joker.

All in smooth or "Ruffinish" 4 colors each. Red-Blue-Brown-Green. Every pack contains Royal Auction Table and rules. Plain edge, 25c. (doz. $2.75); Gold edge, 35c. (doz. $4).

"RAD-BRIDGE" Catalog free. 10c in stamps (less than cost), brings our Wallet of samples. 15c. buys "Official rules of Card Games" (250 pages), 25c. for both.

"RAD-BRIDGE" Lines of Bridge. Auction, Royal Auction, and "500" scores, comprise the largest assortment and are the only lithographed lines of score pads in the World.

"RAD-BRIDGE" goods are sold by first class dealers everywhere, or will be sent direct, carriage paid, on receipt of price. Dept. V., RADCLIFFE & CO., 114 Pearl St., N. Y.

THE PORTO RICO STORE. 501 5th Ave., N. Y., makers. Prizes with the distinctive Filet Tiré are so acceptable. Laundry, shoe, slippers & corset bags—set for $1.50. Trade supplied.

NEW BOOK ON AUCTION BRIDGE. New Rules. New Table of Leads. "Based on fundamentals for sound playing."—N. Y. Tribune. 25c Ppd. Wynne Ferguson, 358 Broadway, N. Y.

Beauty Specialists

MARY GREY'S Treatments for face and scalp repair the ravages of age and worry. Home treatment box with full directions $6. Mary Grey Co., 2 East 46th Street, New York.

FACIAL BEAUTY, Sunburn, tan, freckles, wrinkles and facial blemishes surely relieved. Home Treatment also. Select clientele. Est'd 20 yrs. Mme. Mays, 3 W. 30 St. Tel. 2605 Mad. Sq.

Boas, Feathers, etc.

MME. BLOCK, Burnt Ostrich Novelties, a handsome French Plume. Collarette or Boa made from your discarded feathers or willows. Mail orders filled. 36 West 34th Street, New York.

Books and Prints

YOUNG WOMAN will purchase rare books and first editions for those who lack the time and opportunity. Libraries formed. Com. only. Write E. V., Boston Transcript, Boston, Mass.

BOOK PLATES AND COATS OF ARMS Make distinctive gifts for book-lovers and those interested in family history. For information write D. W. Stockbridge, 46 Middle St., Lowell, Mass.

Candies

DELICIOUS SALTED NUT MEATS. Unusual size & tastiness. Pecans, almonds, cashews, pignolias, Brazil nuts. Special summer price $1 lb. Prepared by Emma Bruns, 8 E. 33 St., N. Y.

Children's Clothes

CHILDREN'S WEAR from infancy to twelve yrs. Garments made to order, smocked and exclusive models. Boys' dresses, 1 to 6 yrs., specialty. Beebe & Shaddle, 48 W. 46 St., Tel. Bryant 5676.

Children's Clothes—Cont.

IMPORTED SMOCKED FROCKS. Sizes 6 mo. to 15 yrs. Prices reasonable. Order now for Fall. Circular showing designs on request. Mrs. J. B. McCoy, Jamestown, Va.

MISS MOORE. Our specialties for children are absolutely unique. David Copperfield, Jack Horner, Edith, Jackie & other frocks. Boys to 6, girls to 14 yrs. 547 Boylston St., Boston. Catalog.

BABY'S FIRST SHOES cast in bronze (gold, silver or copper finish). Preserves forever each crease & wrinkle as baby wore them. Write for circular. Art Bronze Gift Shop, 501 5th Ave., N.Y.

STUART BABY SHOP. "Every Baby Need" from birth to three years—dainty, distinctive, inexpensive garments. Complete layettes ready. Mail orders filled. 57 West 39th St., New York.

CHILDREN'S DRESSES, Infants' Layettes—Hand made and embroidered, tucked, or smocked, or stamped to embroider and make up. Send for list. Hurm Art Shop, 277 5th Ave., N. Y.

MATERNITY GOWNS AND INFANTS' outfits to order. Gowns $2.50 to $25. Infants' complete outfits $10 up. Satisfaction guaranteed. Address Elizabeth C. Leay, Rockford, Ill.

ADELAIDE M. GRANNATT CO., INC., 36th St. and Broadway, N. Y., will exhibit their Gowns, Blouses & Children's Wear at 1103 Ocean Ave., Asbury Park, until 15th September.

THE PORTO RICO STORE, 501 Fifth Ave., N. Y., makers. Our famous square neck model dress with the distinctive Filet Tiré, small sizes $5. Trade supplied.

CHILDREN'S DRESSES, Individual Styles. "Floppers" dresses. Special attention given to mail orders. Bonwit Teller & Co., Fifth Ave. & 38th St., N. Y.

DRESSES OF ORIGINAL DESIGN for girls, from 4 to 12 yrs. School frocks a specialty. Materials shrunken; 6 inch hems. Mail orders preferred. Waterman & Co., 817 B'way, N. Y.

Chiropody

DR. E. N. COGSWELL, Surgeon Chiropedist. Foot Tonic to use after the dance $1. Foot Ointment 50c. Toilet Powder 25c. Expert Manicuring. 561 Fifth Ave., New York.

Cleaning and Dyeing

MME. PAULINE, Expert Cleaner & Dyer of Gowns, Laces, Feathers, etc. Out-of-town orders promptly attended to. 115 E. 34th St., 900 Sixth Ave., Main Office, 233 West 14th Street, N. Y.

LEWANDOS
Americas Greatest Cleaners and Dyers
557 Fifth Ave New York 17 Temple Place 284 Boylston St and 248 Huntington Ave Boston

LEWANDOS
1633 Chestnut Street Philadelphia
1335 G Street Washington Albany
Hartford New Haven Bridgeport Waterbury

LEWANDOS Fitchburg Providence Newport
Fall River Springfield Worcester Salem
Lynn Lowell Portland Cambridge Brookline
Roxbury Waltham Watertown Malden Dorchester

KNICKERBOCKER CLEANING CO. High class cleaners and dyers of New York. Main office, 402 East 31st St. Murray Hill 6618. Branch offices, telephone connections.

Corset Hospitals

CORSET HOSPITAL. Repairing, cleaning, remodeling. High-priced corsets duplicated reasonably. Corsets to order $10 up. Mail orders. Satisfaction guaranteed. Mae A. Bond, 2231 B'way, N.Y.

ALONSO'S CORSET HOSPITAL, in the shopping district. Cleaning, mending and alterations at moderate cost. Corsets copied or to order. Stock models fitted. 500 5th Ave., N. Y.

LADY OF QUALITY Corset Shop and Hospital, 233 Fifth Avenue. Corsets cleaned, altered, repaired equal to new. Moderate prices. Out-of-town patrons please mail.

Corsets

MME. S. SCHWARTZ
Corsetiere,
11 East 47th Street, New York.
Telephone 1552 Murray Hill.

MME. BINNER
Corsetiere, is cultivating figures with her famous corsets. New establishment, 561 Fifth Avenue, New York; formerly 18 East 45th Street.

MME. ROSE LILLI, Corsetiere
Models which accurately forecast the "Trend of Fashion." Custom made only.
15 West 45th St., New York. Tel. 2818 Bryant.

GOSSARD FRONT LACED CORSETS Fitted by experienced corsetieres. $3.50 up. Corsets made to order. Olmstead Corset Co., 179 Madison Avenue, at 34th Street, N. Y.

SHOPPERS' AND BUYERS' GUIDE

A classified list of business concerns which we recommend to the patronage of our readers

Corsets—Cont.

BERTHE MAY'S MATERNITY CORSETS Special for purpose. Dress as usual. Uninterrupted comfort. Mail orders. Write for Booklet 14, or call at 10 East 46th Street, New York.

WADE CORSETS. High grade, exclusive, satisfying. Sold through special sales representatives only. Corsetieres' Manual free to prospective salesladies. Wade Corset Co., 79 E. 130 St., N. Y.

MME. BARCLAY, MODART FRONT LACE Corsets. Also original designs of custom made back laced corsets. 553 Fifth Ave., N. Y. Tel. 4474 Murray Hill.

PEETZ FRONT LACE CORSET. "The Highest Art in Corseting." Ready to wear custom made. Prices $5.50 to $35. Corsets made to order within 24 hours. 36 East 33rd St., N. Y.

GOODWIN Corsets of every description. Ready to wear from $5 and custom made from $10. 373 Fifth Ave., at 35th St., N. Y. Telephone 3293 Madison Square.

LINES AND POISE you want at the price you want to pay. La Grecque Corset fitted by expert corsetieres without charge. Van Orden Corset Co., 45 West 34th Street, New York.

THE NEW "M. H." CORSET Most comfortable corset made, whole back, no lacing, no clasp. From stock, $10. To measure, $18 up. Mrs. Gene Watson, 23 E. 45th St., N. Y.

KATHERINE D'ARCY, 599 5th Ave., N. Y. Newest models now on display. Style and wearing quality guaranteed. Cleaning and Repairing.

LA PATRICIA CORSET CO. Mme. Sara, Corsetiere. Not sold in stores. 509 5th Ave., N. Y. (between 42 and 43 Sts.) 120 Boylston St., Boston, Mass.

THE GILLETTE CORSET designed in Paris for the American Woman—made to individual measure. Exclusive representative wanted in leading cities. Retail establishment, 569 9th Av., N.Y.

MRS. G. HERRNSTADT. Corsets made to order. Tricot and elastic corsets a specialty. 9 East 59th Street, New York City.

MME. CALDOR—SALON DU CORSET Est'd 1900. The only corsetiere alert to all modern corsets, especially tricots and of rubber. Prices moderate. 350 Mad. Ave., N.Y. Murry H'l 1270

MME. BLANCHE, French Expert Corsetiere. Latest Models and Newest Materials. Recommended for fit and comfort. 10 E. 48th St., N. Y. Tel. Murray Hill 6469

MRS. L. L. ST. JOHN now located at 18 W. 45th St., near Fifth Avenue, will continue to give each customer that personal attention necessary in fitting a perfect corset.

MRS. L. L. ST. JOHN has studied anatomy. Each individual figure is studied with the idea of muscular grace and ease. Write for booklet. 18 West 45th Street, New York.

Dancing

ALVIENE DANCING MASTER (of Grand Opera House) now 225 West 57th Street at Broadway, New York. All modern and classic dancing taught. Phone 4732 Columbus.

BROADWAY DANCING ACADEMY. Instruction in all the latest Parisian Dances, Argentine, Parisian Tango, Maxixe, Hesitation & One Step. A. Albert Saato, Bway & 87 St, N. Y.

LOUISE MORGAN Dancing Studios, 150 W. 57th St., N. Y. Two doors from Carnegie Hall. The very latest dances taught. Phone: Columbus 540.

ALL MODERN DANCES. Fashion's latest steps—Fox Trot, Tango, etc. Stage & Classic. Charming studios. Expert instructors. Terms reasonable. Also refined dancers supplied for

ENTERTAINMENTS—In and Out of Town Address C. Hepburn Wilson, M. B. Master of the Modern Dance. Thorley Floral House, Fifth Avenue, N. W. cor. 46th St. Tel. Bryant 643.

DON LENO SCHOOL OF DANCING Peer of Dancing Masters; Brazilienne Maxixe, Innovation, Tango, La Furlana, etc. 143 W. 42 St. (opp. Hotel Knickerbocker). Booklet. Bryant 1194.

WEEK-END TUITION—Miss Bena Hoffman in modern dances at your home or daily at studio. The Pavlowa Gavotte as taught by her ballet-master, Cecchetti, 56 E. 34th St. (Murray Hill 2623).

PIROUETTE STUDIO, 22 E. 45 St., N. Y. Miss Manuel—Mr. Cheshire. Classical and modern dances. Groups and individual instruction. Children's classes. Tel. 5195 Murray Hill.

THE OSCAR DURYEA SCHOOLS 47 West 72d Street, and 555-557 West 182d Street, N. Y. Aesthetics. The New Dances. Deportment.

ELEANOR ARTHUR, 180 Madison Ave., N.Y. Appointments now being made for personal instruction in the dances just seen in Paris. Special rates for classes. Murray Hill 3493.

THE NEWEST DANCES, also Interpretive, Esthetic, National; personally from Louis H. Chalif, Grad. Imperial Russian Ballet School. Private classes and lessons. 7 W. 42 St., N. Y.

Dancing—Cont.

MISS WHITEHEAD announces the opening of new studios—latest dances under personal supervision, capable instructors. Class instruction if desired. Hotel Bonta,94 St. & Bwy. Tel. 9500 River.

Decorating and Furnishing

FLORAL DECORATIONS. For All Occasions. Weddings, Dinners, Dances, Parties. Prettiest Novelties in Floral Art. Max Schling, 22 W. 59th Street, New York. Tel. Plaza 1241.

MRS. BARNEWALL and MISS SWORDS, interior furnishings, chintzes, mantels, wall papers, Italian pottery, antique fixtures for electricity, lamps & shades. 6 West 40th St., N. Y.

MISS McBURNEY & MISS UNDERWOOD Town and Country Furnishings. Color schemes and estimates submitted. Tel. Greeley 2808. 42 West 39th St., New York.

THE ERKINS STUDIOS— Make Pompeian Stone, Sundials, benches, fountains, vases, bird baths, etc., for formal gardens. Handsome catalogue. 228 Lexington Ave., N. Y.

HOMES FURNISHED with individuality. Unusual chintzes, Sunfast stuffs, rare silks. Lamps, painted furniture; exquisite novelties to order. Mastick & Graham, 10 W. 40 St., N.Y. Bryant 6424.

FOR YOUR COUNTRY HOUSE. Peasant ware for the porch or garden tea. Cake screens, cookie boxes, painted tin trays. Decorated porch chairs. Helen Hunt, 60 E. 34th St., N. Y.

FINE IMPORTED CLOCKS. Distinctive period designs in grandfather and mantel clocks. Expert repairing. All work guaranteed. Harris & Harrington, 12 W. 45 St., N. Y.

WARD & ROME. Decorated furniture, painted and lacquered lamp shades designed to suit clients. Sketches submitted without charge. 132 E. 47th St., N. Y. Tel. Murray Hill 1305.

IS YOUR HOME WELL LIGHTED With distinctive Lighting Equipment? Write today for "The Lighting of Your Home." Horace F. Bowser, 489 5th Ave., N. Y.

CURTAINS, MEXICAN HAND DRAWN Scrim and Marquisette curtains. Many pleasing and effective designs at moderate prices. Send for booklet. The Pilgrim, 10 Tremont St., Boston, Mass.

MRS. C. S. WINDER. Interior furnishings and decorations. Fabrics, wall papers, novelties. Plans, Color Schemes, Estimates submitted. Appointments by letter or phone. 9 E. Eager St., Baltimore, Md.

Delicacies

FOODS FOR DIABETICS. Cereal, vegetable flours, macaronis, oats, cocoa, rolls, teas, fruits, from Manuel Freres, Lausanne, Suisse; American Agts. Home Bureau, 52 W. 39th St., N. Y.

SOUTHERN HOME-MADE PRESERVES Jam, Marmalade, Jelly and Pickles. Orders booked for fall delivery. Price list sent on request. Mrs. J. B. McCoy, Jamestown, Va.

PINE TREE COTTAGE PRODUCTS. Mint jelly, French pickle, Quince honey, etc. Made in a home kitchen by original recipes. Mrs. Geo. A. Preston, Philipse Manor, N. Y.

TRIFLES FROM POLLY of Pocantico. 14 home-made unusual delights—Marmalades, Jellies, Pickles—choice—pure. Special orders promptly filled. Polly, Pocantico Hills, N. Y.

CARDANI— Dainty petits fours & glace cakes for Tango Teas & Bridge Parties, 80c the pound. Out-of-town orders carefully & promptly attended to. Cardani, Sixth Ave., 53 St., N. Y.

THE CAKE SHOP, 362 Madison Avenue, now Lady Baltimore Cake Shops, Inc., will be in a larger home at 300 Madison Avenue, entrance on 41st Street, after October 1st.

MAINE & CALIFORNIA by mail—our freshly baked nut bread, little cakes, candies & birthday cakes travel safely. Charges reasonable. Lady Baltimore Cake Shops, Inc., 300 Madison Ave., N.Y.

CREOLE PRALINES. Louisiana pecan meats with a delicious home-made blending of maple sugar. Forty cents the box of six. Postage prepaid. Virginia Tea Room, 901 7th Ave., N. Y.

ROYAL BLACK FRUIT CAKE, most delicious on market. Unexcelled for weddings, teas, receptions, etc. Two lb. cake in fancy box, $1.60 prepaid. Hoenshel & Emery, Lincoln, Nebraska.

Dress Accessories

G. M. SADLEIR, Accordion and side plaitings, pinking, tucking, buttons covered in all styles; hemstitching, fancy dyeing of nets, chiffons, etc. Mail orders promptly filled. 38 W. 34th St., N. Y.

GIRDLE L'AGREABLE, a dress foundation that gives a fitted feeling. Makes dresses built from Vogue patterns perfect for fit & comfort. 50c. S. L. Brundidge, 775 Garden St., Bronx, N.Y.

THERE IS an interesting story about the success of every business advertised on these pages. Prospective advertisers write for information to Shoppers' & Buyers' Guide Service

Embroidery

MRS. C. H. OTT, 339 Fifth Avenue, N. Y. Embroidery, Stamping & Stamped Goods. New designs, linen suits stamped & cut to fit. Monogram design; initial embroidery a specialty.

EMMA LOUISE ART SHOP Write for new 1914 catalogue free, of art needlework and novelties. Emma Louise Art Shop, Belmar, N. J. Dept. D.

SCUOLA D'INDUSTRIE ITALIANE 177 Macdougal St., N.Y. Tel. Spring 330. Organdie collars, Italian embroidery $1 to $5. Hisso Centerpiece, cut work $7.50. Plate doily $2.50.

PHILIPPINE HAND EMBROIDERIES 50% less than others. Robes, waists, lingerie, infants' wear and laces shipped on approval. Wholesale & retail. Far Eastern Shops, 2231 B'way, N. Y.

PENELOPE, 19 East 31st St., New York. Blouses, Dressing Jackets, Neckwear, Italian cut work, embroidery of all kinds ready made or made to order if desired. Reasonable prices.

ROSE LEDGE CROSS STITCH Designs. 4 sheets of original designs in clear colors, large squares, easily worked, sent prepaid upon receipt of $1. Mr. L. E. Klotz, E. Gloucester, Mass.

FINE OLD CROSS-STITCH PATTERNS Taken from samplers worked from 1650 to 1810. Send for illustrated circular A. Minnie Morgan Williams, 238 Longmeadow St., Springfield, Mass.

DECORATIVE ART ASS'N, 14 East 34th St., N. Y. Italian Cut-Work on special hand-made linen. Stamping, embroidering and designing to order. Antiques received for sale on commission.

Y. W. C. A. NEEDLEWORK DEPT. 14 West 45th Street, New York. School Dresses. Practical models well made of suitable materials.

ALICE S. BLUNT, 22 East 34th Street, announces that on her return from Italy she will re-open her shop with a new line of Italian goods.

Employment Agencies

MISS G. H. WHITE, agency, 2 W. 45th St., New York. Phone 7789 Bryant. Visiting housekeeper, secretary. Houses opened. First-class help of all kinds. Hours, 10-4. Sat., 10-12.

MISS BRINKLEY, 507 5th Ave., New York, near 42d. Tel. 2314 Murray Hill. Supplies governesses, housekeepers, household servants, personally investigating references. Inventories taken.

MISS SHEA'S Employment Agency, 30 E. 42d St. The 42d St. Building. Supplies first class servants, male and female, in all capacities for city & country. References carefully investigated.

MISS FITZGERALD'S Employment Bureau. Governesses. Hospital trained children's nurses, etc. Superior domestic help in all capacities. 546 5th Ave., cor. 45th St., N. Y. Tel. Bryant 7363.

MRS. PILLSBURY. Educational Agency, 507 5th Ave., N. Y. Tel. Murray Hill 6185. Teachers, governesses, nurses, ladies' maids, companions, secretries., trained nurses. Housekeepers a specialty.

WOMAN'S EXCHANGE AGENCY Governesses, Housekeepers, Attendants, Secretaries, etc. (No servants.) Hours, 9-5. 334 Madison Ave. (43 St.). Tel. 4250 Murray Hill.

Y. W. C. A. employment dept. Recommendations intelligently made. Governesses, Housekeepers, trained attendants and hospital trained infants' nurses. Tel. 5763 Bryant. 14 W. 45 St., N. Y.

Entertainment

THE WILSON LYCEUM BUREAU Refined dancers and dance orchestra supplied for entertainments in and out of town. Aeolian Hall, New York City.

PRIVATE PARTIES Arranged for Little Folks, Ladies, Debutante, Bride & Groom, in homes or in our beautiful rooms. Estimates. Lady Baltimore Cake Shops, Inc.,300 Madison Ave.NY.

STORYTELLING DISTINCTIVE. Douglas Willard, accomplished raconteur. Tales adapted to individuality of children. Desired traits stimulated. Private homes only. Address, Marion, O.

Fancy Dress and Costumes

MASQUERADE COSTUMES. Any period made to measure. To rent or for sale. New ideas for fancy dress balls. Broadway Costuming Co., 150 W. 48th St., N. Y. Bryant 3440.

EAVES COSTUME CO. Fancy & theatrical costumes on hand or made to order for all occasions, to hire or for sale. 226 West 41st Street, near Broadway, N. Y. Telephone Bryant 3644.

MAURICE HERRMANN, costumer to the most celebrated artists. Exclusive costumes made to order for hire or sale. Formerly 20 W. 27th St., now at 166 W. 48th St., N. Y. Bryant 1250.

THE BERG-ZAL CO., INC.—Create Theatrical Costumes for fancy dress balls & masquerades. Sketches submitted by our designers. 153 West 44th St., N. Y. Tel. Bryant 1600.

Flesh Reductions

IF YOU ARE STOUT try the only healthful & scientific method of reducing. Thermo-electric medium & Swedish massage. Dieting not essential. Miss Frye, 233 W. 107 St., N. Y. Tel. 6556 River.

For Children

A B C PLAY RUGS and nursery pillows. Heavy denim, water-proof, spot-proof. Artistic designs. $2.00 and $1.25. Helen Speer Company, 7 West 45th Street, New York

CHILDREN'S PLAYROOMS and Furniture, chairs, tables, benches. Round corners. Artistic, durable. Moderate prices. Color plate prints free. Helen Speer Co., 7 W. 45 St., N. Y.

Furniture

LEAVENS' FURNITURE. Simple, Straight line—unfinished, stained, enamelled, ornamented. Illustrations Free. Confer with decorators, or Wm. Leavens & Co., Mfrs.—Finishers, Boston.

MAHOGANY TEA TRAY—A most useful gift. Plain or inlaid & decorated centers. You should have one in your home. $6 & $7.50. Size, 14 x 23 in. F. F. Ahern & Son, 124 E. 41 St., N. Y.

MARTHA WASHINGTON SEWING table of solid, beautiful mahogany—plain or inlaid. Unexcelled in its usefulness for the home. $23.50 & $25. Booklet. F. F. Ahern & Son, 124 E. 41 St., N. Y.

Furs

FUR REMODELING. Specialty of Renovating Old Fur Garments. Prices as low as consistent with good workmanship. A. H. Green & Son, 25 West 23rd St., N. Y. Phone 1162 Gramcy.

ART FUR SHOP. Fur garments remodeled to the latest styles at summer prices. Our new models will be ready by Aug. 1st. Auman & Werkmeister, 16 W. Lexington St., Baltimore, Md.

BUY FUR NOW because you can get "Reel Quality" Furs at wholesale price (big discount). Write for catalog to-day. Herman Reel Co., 318 Broadway, Milwaukee, Wis.

FURS—Remodeled & Repaired by expert mfg. furriers. Latest models. Reasonable prices. Work & fit guaranteed. A. Beaber & Co., 33-39 W. 34 St, N. Y. Opp. Collins Bldg. Est. 1900.

HAVE YOUR FURS REMODELLED and repaired. Good workmanship quickly done at reasonable prices. Newest models on hand. Julius Keller, 130 W. 45 St. Tel. 2310 Bryant.

HIGH GRADE FURS. Wholesale Prices. Also Repairing and Remodeling of old and worn garments. Twenty years' Fur Experience. Estimates given. E. C. Beyer & Co., 23 W. 32 St., N. Y.

Gowns and Waists

Made to Order

JEAN MICHEL and LOUISE MICHEL Gowns for all occasions. Exclusive Styles—Perfect Fitting. 22 West 46th St., N. Y. Tel. 4564 Bryant.

MRS. CLARKE Gowns—Blouses—Taffeta Coatees Patrons' materials taken if desired. 182 Madison Ave., near 34th Street, New York.

ARTISTIC DRESSES Made from your own material. Unusual remodeling. Reasonable prices. Homer, 11½ W. 37th St., N.Y. Tel. 5265 Greeley.

MY REBUILDING OF GOWNS is the talk of New York, because I have made creations out of gowns that seemed useless. Homer, 11½ W. 37th St., N. Y. Tel. 5265 Greeley.

MRS. COPELAND offers individual gowns for the individual woman. The Cambridge Bldg., 334 Fifth Ave., N. Y.

KATHARIN CASEY Gowns for all Occasions. Fancy Tailoring. Remodeling also done. 36 E. 35th St., New York. Tel. 1033 Murray Hill.

LEMAITRE & MACK Importers Trousseaux. Gowns and Fancy Tailoring. 630 Fifth Avenue, New York.

MME. CHAMBET, EST. 1887. Gowns for all occasions, to order. Specialty—well fitting Tailored Gowns. Remodeling of all kinds. 157 Lexington Ave. (30th St.), New York. Tel. 864 Mad. Sq.

WE FIT STOUT FIGURES Designing and draping for stout figures a special feature. Personal supervision of all orders. Remodeling. M. A. Bodee, 9 E. 35th St., N. Y.

MRS. SPENCER formerly **LE BOUDOIR** 24 West 46th Street, New York. Gowns and blouses for Summer wear. Also dancing frocks.

FAUCHER & GOLDEN, to the woman out of town, offer to make gowns, suits, wraps, and blouses without fittings. Correspondence invited. 2 West 47th St., New York. Tel. Bryant 3077.

SHOPPERS' AND BUYERS' GUIDE

A classified list of business concerns which we recommend to the patronage of our readers

Gowns and Waists—Cont.
Made to Order

BLENDA, Importer and Designer. Evening, Reception, and Ball Gowns a specialty. Original designs. French models copied to individual requirements. 648 Lincoln Parkway, Chicago. Phone.

A FRENCH DRESSMAKER will design and make you a gown or a tailored suit at a very special price in order to introduce her work to Vogue readers. Mme. LaValle, 590 5th Ave., N. Y.

MME. ZARA
Smart gowns and suits made to order. Exceptional line of made-up top-coats of my own design. 625 Lexington Avenue, at 53rd Street, New York.

YOUR OWN MATERIAL USED.
Mrs. Gordon specializes in reasonable gowns from your material. Excellent fit. Latest Parisian models copied. Remodeling. 53 W. 37th St., N. Y.

VICTORINE—REBUILDER OF GOWNS—
Old gowns of every kind remodeled equal to new. Evening gowns a specialty.
160 West 84th Street, New York.

THE MISSES CURRAN will make your street and evening gowns and waists for all occasions, and also do remodeling at reasonable prices. 134 Lexington Ave. (29th St.), N. Y. Mad. Sq. 8188.

THE PORTO RICO STORE, 501 Fifth Ave., N. Y., makers. Dress & waist patterns, also edgings & insertions with the distinctive Filet Tiré are so different. Trade supplied.

MRS. WILSON'S MENDING SHOP.
Reconstructs your old gowns. I study your type to give them a distingue individuality. Now at 444 Park Avenue, near 57th Street.

MRS. WILSON'S MENDING SHOP.
Many patrons insist on me making their gowns and blouses from my designs. They send me their finest gowns for dry cleaning, too.

ATLANTIC CITY—MURRAY
Gowns and Wraps
Orders by mail promptly executed.
1115 Atlantic Avenue.

MISS CAREY.
601 West 144th St., bet. B'way and Riverside Drive, N. Y. Smart frocks and gowns for Ladies and Misses made from your own materials.

HELEN BLAKE makes stylish frocks to suit the individual. French designs copied if desired. Exceptional remodeling. Moderate prices. Suite 106-7. 373 Fifth Avenue, New York.

MISSES KELLEN'S smart gowns made at short notice. Out-of-town customers without fitting. Own material accepted. Trousseaux. Will shop free. 53 W. 72 St., N. Y. Tel. 9558 Columbus.

MADAME JOSEPHINE, IMPORTER
Late with Farquharson & Wheelock, and Louise Gowns, Blouses and Wraps to Order.
49 W. 46 St., N.Y. With Goldstein, Ladies' Tailor.

CARRIE SCHOEN
A Specialty of
Evening Gowns.
2231 Broadway (79th Street), N. Y.

MME. S. SAZA, formerly 3989 B'way, N. Y. Now with Gilmore Bros., Kalamazoo, Mich. Gowns & High Class Tailoring for All Occasions. Prices Moderate. Satisfaction Guaranteed.

THE LITTLE QUEEN, Inc. Makers of Gowns for Ladies. Specialists in the creation of Dresses and Suits for Young Ladies and Children. 56 West 46th Street, New York.

RAGAN & DAVIS make a specialty of Trousseaux, Evening Gowns and street costumes. A special price will be made to introduce our work to Vogue readers. 69 East 56th St., New York.

GOWNS REMODELLED—MME. ROSE
Mme. Rose, one of the foremost designers of Gowns, gives this branch of the business her personal attention. Why not

UTILIZE your old Gowns and have Mme. Rose rebuild them into stunning creations? Bring or send your own material to us to be made up. We do such an enormous business

BECAUSE our Customers keep on recommending us. Prices very reasonable.
Mme. Rose
Telephone 4073 Greeley. 49 West 37th St., N. Y.

THERESE MILMOE—
Careful attention to the mode necessary for the client's individual style. 201 West 109th Street, N. Y. Phone 2216 River.

BEATRICE CALLAHAN—
offers individual evening gowns. Especial attention to suburban custom. 170 W. 89th St., N. Y. Subway and elevated convenient.

YOUR OWN MATERIAL made into gowns of the latest Paris modes. Remodeling a specialty. Prices reasonable. Mme. Leighton, late of Lord & Taylor, 237 W. 107th St., N. Y. Tel. River 2891.

THE GRANDMOTHER SHOP indicates a combination of new ideas and efficient service in creating and remodeling gowns and waists in this season's modes. Miss Squires has had

TWENTY YEARS' experience in satisfying patrons and guarantees a perfect-fitting gown from any correct lining submitted. No fittings necessary. 203 W. 87th St., N. Y. Schuyler 7353.

OUT OF TOWN CUSTOMERS may send me their measurements and I will fit them perfectly, however difficult their figures. Exclusive modes assured. Florin, 125 W. 95 St., N. Y.

Gowns and Waists—Cont.
Made to Order

MME. ROCKÉ—GOWNS REBUILT.
Cleaning—dyeing—pressing—altering. Promptness and satisfaction assured. 16 Vanderbilt Ave., N. Y. Opp. Grand Central Term., Tel. 2059 M. Hill.

Gowns and Waists
Ready to Wear

THE MENDING SHOP. Gowns remodeled. Suits cleaned and pressed. Shop waists and gowns refitted. Miss H. Redding Coughlin, 29 W. 31st St., N. Y. Tel. 189 Madison Square.

MAXON—MODEL GOWNS (Estab. 1899.) New creations at one-half the price you are accustomed to pay. New original models only. Maxon & Co., 1552 Broadway, N. Y. at 46 St.

MAXON—MODEL GOWNS (Estab. 1899.) If you can wear model gowns you can buy them here at one-half the real value. Chic and Frenchy. Read our display adv. on back pages.

MAXON—MODEL GOWNS (Estab. 1899.) So many ask for catalog. We have none because no two gowns are alike. You must call and see them. Maxon & Co., 1552 Broadway, 46th St.

ROYAL APPAREL CO. Evening gowns, afternoon frocks and street dresses direct from manufacturer to you. Lowest possible prices. Best materials. Booklet C free. 42 E. 32 St., N. Y.

B. PLUMER—"LINGERIE SHOP"
Imported models of gowns, blouses, frocks and coats. Also trousseaux made to order. 7th Ave and 58th St., N. Y. Tel. Columbus 4-15.

LOTUS STYLES in coats, wraps; individual; unusual French designs; motor coats; new every week; descriptions, prices mailed. Lotus Shops, Broadway & 90th St. & 43 West 39th St., N. Y.

MARYBORO' Blouses in crêpe de Chine, fancy & novelty crepes & linens for outdoor wear, $5. Tango and tube petticoats at $10. 18 West 45th St., New York. Tel. Bryant 3886.

BALLARD GOWNS, INC., 33 E. 29 St., N. Y. Next door to Martha Washington Hotel. Unusual assortment of Suits, Gowns and Blouses. Attractive Prices.

COOPER, Importer.
We feature exclusive afternoon & evening frocks. Some very chic models at $19.50. Descriptions and prices mailed. 24.5 B'way, bet. 89 & 90 Sts.

Greeting & Christmas Cards

OUT-OF-THE-ORDINARY Cards for birthdays, tallys, dinners, etc. Write for our latest catalog, "Pleasant Pages." Little Art Shop, 1411 F Street, Washington, D. C.

HAND COLORED CHRISTMAS CARDS
sent on approval. Exclusive designs. Imported stock. Original thoughts. Gift shops take notice. Jessie H. McNicol, 18 Huntington Ave., Boston.

IN NEW YORK—A choice selection of Greeting Cards for every occasion. Gift Cards, Place Cards. A quiet place to look. E. D. Chase, Craftsman Building, 6 E. 39th St., New York.

Gymnasium

SYSTEMATIC EXERCISE for women & girls at the Recreation Center Gymnasium of the Y. W. C. A. Classes or private lessons. 21 West 44th St., N. Y. Tel. Bryant 7353.

Hair Goods & Hair Dressing

ANNA J. RYAN. Fashionable devices in curls, pompadours, switches, transformations and wigs. Mail orders a feature. 2896 Broadway, near 113th St., N. Y. Tel. 5566 Morningside.

CURLY HAIR—A GREAT COMFORT for women. Ours will stand shampooing & sea bathing. Our latest Steaming Process absolutely harmless. Lehnert & Alexander, 309 Mad. Av., N. Y.

FOR GRAY OR FADED HAIR, which you dislike, wear our naturally parted or low pompadour transformation with natural wave, guaranteed to stay in, at Francis. 8 W. 37th St., N. Y.

P. JAY & CO. Fashionable hairdressers. Featherweight transformations, $10. Easy to adjust. Lasting Wave $10. Hair coloring by experts. 17 W. 46 St., N.Y., near 5th Ave. Tel. 7369 Bryant.

MRS. P. MORGAN. Fine human hair goods. Invisible transformations, switches, etc. Hairdressing. Marcel waving, face and scalp massage. 846½ 6th Ave., near 48th St., N. Y. Bryant 2671.

HARMLESS TONIC for Restoring Color to gray hair. Not instantaneous, but gradually gives the gray hair its natural color. $1 per bottle. Mrs. Mac Hale, 420 Boylston St., Boston, Mass.

EYE LASH GROWER guaranteed. Will grow hair and relieve irritation about the eyelids. Absolutely harmless to the eye. Price, $1.00. Mrs. Mac Hale, 420 Boylston, Boston, Mass.

A NEW BAMBOO HAIR WAVER
Four curlers on card with directions mailed for 12c. Simple, practical, sanitary and comfortable. Mrs. S. A. Fisher, 107 N. Main St., Helena, Mont.

Hair Goods & Hair Dressing
(Continued)

SCALP SPECIALIST—Miss Taylor's treatment consists of massaging scalp, neck and spine; simple, nourishing hair tonics. 334 Madison Ave., N. Y. Tel. 4250 M. Hill (also Greenwich, Conn.)

HAVILA METHOD of treating the hair speaks for itself. Indorsed by the most skeptical. Recommended by physicians. Kathryn O'Connor, Aeolian Hall, 29 W. 42d St., N. Y. Bryant 8452.

ENGLISH HENNA SHAMPOO Powders tone the scalp, giving faded or greying hair a marvelous gloss and bright tint, $1. Directions sent. Henna Specialties Co., 509 5th Ave., N. Y.

Hosiery

DIRECT FROM THE MILL—fine silk hosiery, 3 pairs $3. English Tissue Handkerchiefs plain white or colored border, 1 doz. $3. Harper Mfg. Co., 47 West 34th St., N. Y.

HAND EMBROIDERED CLOCKS on hosiery. All color combinations; silk with lisle top, box of three, $4; all silk, box of three, $5. Jacqueline, 407 Center St., Nutley, N. J.

Jewelry & Silverware

DIAMONDS, OLD GOLD AND SILVER
Worn out gold, platinum, silver bought. Also diamonds, pearls. Difficult antiques, bags, jewelry repaired. Callmann, appraiser, 27 W. 37 St., N. Y.

HIGHEST PRICES paid for Diamonds, Pearls & Precious Stones. Old stones recut or reset. Original designs submitted. Bank references. Frank K. Huff & Co., Inc., 1482 Broadway, N.Y.

DISTINCTIVE GIFTS in handwrought silverware, jewelry, etc. Waterpitchers, Vases, etc. From $1.50. Useless silver remade. Booklet. Petterson Studios, 5618 S. Hoyne Ave., Chicago.

DIAMONDS BOUGHT & SOLD, Appraised Wholesale. Designs and estimates furnished.
M. J. Averbeck,
10-12 Maiden Lane, New York.

THE LITTLE SHOP
of T. Azeez, Jewelers, formerly of Atlantic City, announce their removal to New York, 561 Fifth Avenue, in Forty-sixth Street.

Laces

LACES SHOWN IN VOGUE can be duplicated so your gowns, etc., are quite correct. Write what you want or send cuts. Mrs. Raymond Bell, 1 East 45th St., N. Y.

Ladies' Tailors

TAILORED GOWNS REMODELED to prevailing styles. 19 years' experience. Tailored suits from $65 up. J. H. Comstock, 286 Fifth Ave. (30th St.), N. Y. Tel. 158 Madison Square.

SCHOTZ & COMPANY, INC.
Tailored Suits—Habits—Coats.
Afternoon and Evening Gowns—Fine Furs.
471 Fifth Avenue, New York City.

FREDERICK E. FEIGENBAUM
530-532 Amsterdam Ave., at 86th Street,
New York City.
Telephone Schuyler 8012.

SCHWARTZ & PORTEGAL
French Tailored Gowns.
Exclusive designs and faultless workmanship.
56 West 46th St., New York.

CLEVER REMODELLING OF SUITS
My specialty. Mail orders filled successfully. Suits of latest fashions. H. Hurwitz, 366 Madison Ave., N. Y. Tel. Murray Hill 1125.

DEPARTMENT for RIDING HABITS and costumes for Sports Apparel. Write for illustrated Booklet. Benwit Teller & Co., Fifth Avenue and 38th Street, New York City.

E. KOSINER. Smart tailor-made suits, $50 up. Afternoon & evening gowns, $35 up. Satisfaction assured. 2509 B'dwk, Atlantic City, N. J. 55 W. 45th St., N. Y. Tel. Bryant 7406.

Linens

THE PORTO RICO STORE, 501 Fifth Ave., N. Y., makers. Guest Towels for the "Linen Shower" in the distinctive Filet Tiré, $1, with initials $1.25. Trade supplied.

THE OLIVIA CROSS STITCHED LINENS
for Anniversary Gifts, Auction Prizes, Children's and Baby Gifts. Designs to order. Send for list. Olivia, 48 Milne St., Bridgeport, Conn.

Lingerie

THE LINGERIE SHOP. Hand embroidered French lingerie is within your means. Values unequalled anywhere. Let us prove it. Catalog sent. Leon P. Bailly, 54 West 39th St., New York.

Lingerie—Cont.

NO WAR PRICES. Good stock on hand. Selections sent to responsible parties for inspection. Our prices will interest you. Leon P. Bailly, 54 West 39th St., New York.

THERE IS NO OTHER LINGERIE
equal to La Grecque in Fit, Finish and Durability at double the price. Van Orden Corset Co., 45 West 34th Street, New York.

BUTTERFLY washable lingerie braid, fast color. White, pink, blue. Six pretty sets with soft crochet balls, 25c., postpaid. Agents wanted. McGraw Mfg. Co., 16 South St., McGraw, N. Y.

Millinery

GILMAN MILLINERY, Imported Model Hats. Also copies, $10 up. Correct Mourning Millinery specialty. Knickerbocker Trust Bldg., 5th Ave., cor. 34th St. Entrance on 34th St. Tel. 6347 Greeley.

JONAS—MILLINERY EXPERT
The very newest in
Imported and Original Models.
550 5th Ave., N. Y. Suite 711. Tel. Bryant 2138.

LADIES' WINTER HATS REMODELLED
into latest styles of velvet, plush, felt, etc. Cleaned and dyed. Hats trimmed. Ostrich repaired. Catalog. Neumann, 24 E. 4th St., N. Y.

JOSEPHINE THOESEN
Announces her Display of
New Fall Models. $10 up.
17 West 42d St., N. Y. Suite 603.

MME. LOIE, 516 5th Ave., N. Y., cor. 43rd St.
Lessons in—How to Make and
Trim Your Own Hats.
Prices most reasonable.

SMART HATS FROM $5 TO $10
Designers' Samples at Wholesale Prices. We specialize in Hats of the very latest mode at above prices. Francis Hat Co., 347 5th Ave., Suite 1002.

Miscellaneous

PATTERNS CUT TO MEASURE from illustration, description or model. Fit guaranteed. Special attention to mail orders. Mrs. W. S. Weisz, 45 West 34th St., New York.

INDIVIDUAL "PLASTIC" DRESS FORM
Exact reproduction of your figure. Insures perfect fit of gowns. Not injured by sticking in pins. Write Cresse-Baile Co., 334 5th Ave., N. Y.

SCALP TREATMENT, Facial and Body Massage in your home by young colored woman—doctor's diploma. Scalp, $1—Face, $2—Body Massage, $3. Clara Trent, 129 W. 56 St., N. Y.

DAYLIGHT EYE-SHADE.
For out-door sleepers. Eliminates brightest light. Comfortable, protective, sanitary. 25 cents. Parsons Agency, Asheville, North Carolina.

Negligees

THE MISSES ELKINS— Kimonos and Negligees in exquisite materials. Made to order in unique designs. By mail only. Write for suggestions. 585 Boylston St., Boston, Mass.

Perfumes

BICHARA DE PARIS PARFUMS
Concentrated floral oils, water and blended perfumes. Toilet preparations. Booklet explains all. Write. Natura Co., 461 Fifth Ave., New York.

BOSPHORA, Sarah Bernhardt's favorite perfume. Wonderfuly delicate—simply delightful. By mail liberal sample 50c, 1 oz. flacon $3.40. Natura Co., 461 Fifth Ave., New York.

"TENTATION RIVIERA" an exquisite and lasting perfume. Unique and fascinating. Sample size 25c.; bottles 75c to $5. Parfumerie Riviera, 450 B, Fifth Ave., N. Y. Catalog on request.

Pets

THOROUGHBRED Toy POMERANIANS;
reasonable. Strong, healthy, from imported prize-winning stock. Most fashionable breed. Order now. Miss Snodgrass, Parkersburgh, West Va.

CATS, KITTENS, DOGS, PUPPIES.
What you want at the price you are willing to pay for the best stock. Catalog on request. Black Short-Haired Cattery. Oradell, N. J.

Photography

PORTRAITS OF CHILDREN by appointment in your country home. Write or phone for samples. Ira D. Schwarz, Bath Beach, N. Y. City. Phone 1070 Bath Beach.

KODAK USERS—Our Developing and Printing is perfection, attained by painstaking work; all done by hand. Orders by mail solicited. Solatia M. Taylor, 56 Bromfield St., Boston.

SHOPPERS' AND BUYERS' GUIDE

A classified list of business concerns which we recommend to the patronage of our readers

Rooms & Apartments

THE ADRIENNE, 319 West 57th St., N. Y. Comfortable rooms, private baths, good home table. Winter arrangements now being made. References. Apply to Miss Proudfoot.

13-15 EAST 54TH ST., N. Y. Boarding place of exceptional advantages, where home comforts are enjoyed by its guests. The cuisine and location unexcelled. Moderate prices. References.

TOURISTS will find delightful accommodation with Mrs. Horace Wellford Jones. Private baths; steam heat; Southern cooking; evening dinner. 200 East Franklin Street, Richmond, Va.

Rugs

ROYAL BENGAL ORIENTAL RUGS. Choice Orientals faithfully reproduced. Average Room size $65. Hall Runners 12 ft. $17. Write. Jas. M. Shoemaker Co., Imp., 30 W. 32 St., N. Y.

Selling Agents

OVER-STOCKED WARDROBES, Antiques. Your slightly worn gowns of quality and style sold for good prices. Write for circular. Florence E. Burleigh, Canaan, N. H.

MME. NAFTAL pays highest cash value for fine misfit or slightly used evening, street and dinner costumes, furs, diamonds; jewelry. 69 W. 45th Street, New York. Tel. Bryant 670.

Shoes

ULTRA-SMART, BENCH MADE SHOES builded to conform to your individual foot, through correspondence. William Bernstein, Originator of Short Vamp Shoes, 6 W. 37th St., N. Y.

"SHOECRAFT" SHOP, 27 W. 38th St., N. Y. Short Vamp Shoes bearing the "ShoeCraft" stamp of individuality. Send for booklet "V" showing Long and Short Vamp styles.

Shopping Commissions
New York

MRS. H. GOODALE ABERNETHY Shopping Commissions. No charge. 37 Madison Ave., N. Y. 75 Boundary Road, London, N. W. 12 Rue Reunequin, Paris.

PROMPT SERVICE A SPECIALTY. Interior furnishings & apparel purchased without charge. 9 yrs. experience. References. Booklet. Mrs. E. F. Bassett, 145 W. 105th St., N. Y. Tel. River 4452.

MRS. SARAH BOOTH DARLING Purchasing Agent. Accompanying out-of-town patrons. No charge. References. Chaperoning. Specialty of cotillion favors. 112 W. 11th St., N. Y.

HELEN CURTIS, 36 Fifth Ave., New York. General shopping. Office closed July-Aug. Plans for Fall shopping by letter. Address Callicoon, New York.

MEN AND WOMEN relieved of all the trouble of shopping. No charge. Write what you want. Mrs. S. D. Johnson, 347 Fifth Avenue, New York City. Tel. 2070 Murray Hill.

MRS. C. B. WILLIAMS, New York shopping. Will shop with you, or send anything on approval. Services free. Send for bulletin of bargains. 366 Fifth Avenue, New York.

JANET PORTER shops for or with patrons. No charge. Prompt, careful attention. Circular. Bank references. 54 West 92d St., N. Y. Tel. Riverside 6177.

MRS. ST. JULIEN RAVENEL General Shopping. Specialty of Decorations. Prompt and efficient attention to all orders. References. 2211 Broadway, New York City.

MISS HOLLIDAY WELLS, NEW YORK Shopping. Will accompany out-of-town patrons. No charge. Goods sent on approval. Trousseaux a specialty. 26 W. 40th St., N. Y. Tel. 1324 Bryant.

MISS HOLLIDAY WELLS, NEW YORK Shopping. Will accompany out-of-town patrons. No charge. Goods sent on approval. Trousseaux a specialty. 26 W. 40th St., N.Y. Tel. 1324 Bryant.

KATHLEEN FERGUSON LYON General Shopping. No charge. 854 West 181st Street, New York City.

CHARLOTTE BURR. Take advantage of New York's famously low prices and my experience in shopping. No charge. Orders filled promptly. References. 116 Nassau Street, New York City.

MARJORIE WORTH, of 22 E. 34 St., N. Y., with Wanamaker Shopping & Personal Service Bureau. Orders will receive my usual prompt, courteous attention. Care John Wanamaker, N. Y.

MRS. BERTHA E. L. OSTEYEE General shopping. Fifteen years in South. Knows customs, conditions. Personal attention. Bank and social refs. 201 E 30 St., N. Y. Tel. 2105 M. H.

MRS. EDGENA BROWN TIPS, who keeps in touch with advanced modes, will shop for or with you gratis. Best attention to details. 229 West 109th Street, New York.

Shopping Comm'ns—Cont.
New York

CHINATOWN SHOPPING. Gifts from the Orient—individual and distinctive—personally selected, no charge. 50c to $50. Shops supplied. Folder. Bertha Tanzer, 176 Madison Ave., N.Y.

MRS. LILLA A. WEBBER, shops for or with out-of-town patrons. Experience in the best shops. Mourning a specialty. No charge. Bank Ref. Write. 408 W. 129th St., N. Y.

SHOPPING TROUBLES ELIMINATED. I will buy anything you require or advise you in matters of dress, home decorations, suitable gifts, etc. Miss H. Lee, 26 Gramercy Park, N. Y.

MRS. EDWIN McCALLA DAVIS. Expert in color combinations & costume details. Wall-papering, rugs, chintzes. Wedding presents. Correct mourning rushed. Ref. 39 Claremont Ave., N. Y.

"A STREET OF SURPRISES" These advertisements are like the window displays of a fashionable Shopping Centre. Visit them by mail today.

Shopping Commissions
Cities Other than New York

PARIS SHOPPING, Guide. Children's Temporary caretaker; motor trips arr. by day or week. Highest ref. in Paris and U. S. A. Mrs. E. C. S. Lewis, 87 Rue de la Tour, Passy, Paris.

Social Stationery

WEDDING STATIONERY SAMPLES and "Wedding Suggestions," an interesting and authoritative booklet sent on request. The Crowell Co., 97 Orleans St., Springfield, Mass.

Specialty Shops

GLEBEAS INSPIRATION. Sample Bottle 10c. Inspiration Violet, Royal Rose, Valley Lily. The imprisoned odors. The New Perfume to America. Austro-Hungarian Co., 4 East 30th St., N. Y.

IF YOU LIVE OUT OF TOWN WRITE for booklet showing actual photographs of Glebeas wonderful flowers from Bohemia—corsage & vases. Austro-Hungarian Co., 4 East 30th St., N. Y.

THE WAR HAS NOT AFFECTED Glebeas wonderful flowers from Bohemia. We have them today in storage and in bond. We can make prompt deliveries of these flowers.

BE OUR REPRESENTATIVE— Your town. Glebeas wonderful flowers from Bohemia; generous profits—quick sales. One woman tells another. Austro-Hungarian Co., 4 East 30th St., N. Y.

PEDAGOGY BEFORE THE WAR. "Aunt Jemmy's Receipt Calendar for Raising Children." Pspd. 35c. Many diverting trifles. Decorated. "Studio Shop for Things Beautiful," 96 5 Av., N. Y.

MRS. DOW'S SHOP will be closed during August. Summer address 721 Carroll Street, Brooklyn, N. Y.

OLD-FASHIONED BRAIDED RUGS, charming for country cottages, made at N. Y. Association for the Blind, 111 East 59th Street, New York City.

A DAINTY MINIATURE made from that quaint old Daguerreotype, of Mother or Grandmother, that you prize so highly, will be a joy forever. Write Knaiff & Bro., Knoxville, Tenn.

CHINTZ POWDER BOXES with mirror inside of cover, glass powder dish and opening for cotton. Dainty gift, $4 and $6. Miss Clayes Studio Shop, 177 Post St., San Francisco, Cal.

SWINGING BIRDS, 50c, 75c, $1. The imported kind carefully painted in gay colors. Large ones with stand attached, $5 to $9. The Deerx Shop, 34 W. 36th St., N. Y.

EXCLUSIVE AND EXCLUSIVELY Parfum and Produits de Beauté, Parfumerie Riviera, Fifth Ave., 450 B, N. Y.; 44 West St., Boston; 617 S. Michigan Ave., Chicago. Catalog on request.

THE CHILDREN'S GIFT SHOP is unique and its Christmas Room contains everything necessary for the Christmas preparation. The Stryvelyne Shop, Inc., 7 West 45th St., N. Y.

MAISON LA FEE special for Sept. English round corded cushions in soft taffetas, 19 in. diameter, 8 in. high, any color, with tassels, $15.00. 5 East 47th St., N. Y.

NORMANDY CAGES for Live Birds. Hungarian Pottery—McHughwillow mountings: Shantung Tray Tables to Tuck Away: Joseph P. McHugh & Son, 9 W. 42nd St., N. Y.

Swimming Schools

SWIMMING SCIENTIFICALLY TAUGHT to ladies, gentlemen & children. Private instruction. Two heated, filtered Pools. Dalton Swimming School, 23 W. 44th St., N. Y. 3259 Bryant.

FROM FIRST TO LAST All advertisers in this Guide aim to please Vogue readers. Prompt service is given all mail orders.

Tea Rooms

THE STUDIO TEA ROOM, 26 W. 40 St., N.Y. Luncheon, 50c. Dinner, 65c. Special dishes for Vegetarians. Delicious Home-made Fudge, Special at 50c a lb.

THE ROOF TREE INN, 3 W. 28th St. A quiet, picturesque place with the atmosphere of the old world Luncheon, Afternoon Tea, or Dinner.

BLUE BIRD TEA ROOM, 64 W. 46th St. A la Carte and Table d'Hote service. Deliciously home-cooked Foods. Shoppers' Lunch, 40c. Tea—Dinner, 75c.

THE TALLY-HO, 20 East 34 St., N. Y. Tel. Murray Hill 5924. Luncheon, 11-3; Afternoon Tea, 3-6. Dinner, 6-8, 85 cents. "Picturesque, novel experience."—N. Y. Herald.

A SEASON OF PROSPERITY is in store for the advertisers in this Guide. Write Shoppers' & Buyers' Guide Service before Oct. 10 for Nov. 15 issue.

Toilet Preparations

BEAUTY HINTS. The Marinello System will make your complexion as clear and youthful as a child's. Nothing like it. Endorsed by physicians. Marinello Main New York Office, 366 Fifth Ave.

MANULOTION, a vegetable bleach for face, neck, hands; relieves sunburn & hang-nails; renders skin soft & smooth. Harmless. Mail 60c. R. S. Foster, 366 Broadway, R. 1211, N. Y.

DAINTY WHITE—for the Evening Toilet. A perfect whitening for the neck and arms. Harmless, will not rub off. 50c. by mail. Ray Mfg. Co., 246 W. 46th St., N. Y.

A NEW AURORA SPECIALTY. Sachets de Flora in the facial bath counteract effects of sun and wind. Exquisitely dainty, make skin like satin to sight and touch. (See next card.)

PATE GRISE, for old or aging hands. Friend of middle-age. Banishes tell-tale "crepeiness," restores color, smoothness. Aurora Specialties Co., Lowell, Mass.

GARDENIA BLOOM AND CREAM, beauty-builders, pure, non-cosmetic, give skin white, velvety texture of flower. Aurora Specialties Co., Lowell, Mass. Write for Booklet B.

JEAN CRAIG'S BLEACHING CREAM Whitens the face & neck; removes tan & sunburn. Delightfully refreshing & beneficial to the skin. Lessens lines, 1.50 & 2.50. 12 W. 40 St., N. Y.

JEAN CRAIG'S BLEACHING CREAM Whitens the face & neck; removes tan & sunburn. Delightfully refreshing & beneficial to the skin. Lessens deep lines & creases. 12 W. 40 St. N.Y.

FRESH MADE "MYO" COLD CREAM Its rich, creamy freshness is simply a revelation in luxury. Send 50c for a ¼ lb. jar prepaid. Kolid Co., 108 Fulton St., N. Y.

LOTUS NAIL ENAMEL, the popular nail polish and jar of Lotus Nail Bleach (cream) sent postpaid, 25 cents. O. M. S. Co., 50 Ferry St., New York.

MME. HÉLÈNE'S French Cleansing Lotion removes the dead cuticle that causes wrinkles and blemishes. Strengthens the muscles. $3 prepaid. 546 Fifth Avenue, New York City.

RIVIERA SKIN FOOD & Tissue Builder, an effective aid to youthful, beautiful & healthful skin. Prep. to physicians' prescriptions; jars 75c-$3. Parfumerie Riviera, 450 B, 5th Av., N.Y. Catlg.

CREAM OF PEARLS—Beautifier, nutrient, cleanser combined. Banishes wrinkles, gives pearl-like lustre, $1. Altman's, McCreery's, Loeser's, Stern Bros. Sample 10c. G. Richie Co., Bklyn.

QUINSEC HAIR ELIXIR—For dandruff and falling hair. Price, $1.00. Hair Salve, 50 cents. Write for booklet. Scientific treatments. K. M. Quinlan, Parlors, 166 Lexington Ave., New York.

Toys

BUYERS! BUYERS! BUYERS! Our unique line of toys and novelties can replace your missing importations. The Stryvelyne Shop, Inc. Entire 12th Floor, 7-11 West 45th St., N. Y.

THE "CHILDREN'S GIFT SHOP" is now open. Carefully selected Books, Music and Toys for Children; Nursery and Playroom Equipment and Furnishings. Our new and educational Toycraft and miniature Construction Materials are adequately shown. Latest European Novelties. Pictures, Calendars, Cards, Balsom. Catalogues. The Stryvelyne Shop, Inc., 7 West 45th St., N. Y.

Trousseaux

WEDDING VEILS and wreaths to order from $15 up. Write for sketches and particulars. Mail orders a specialty. Miss Allien, 9 East 43rd Street, New York. With Quillet.

WEDDING GOWNS and trousseaux a specialty. Orders by mail satisfactorily filled. Mrs. Copeland, 334 Fifth Avenue, New York.

Trousseaux—Cont.

LINGERIE FOR THE TROUSSEAUX The newest, daintiest, handsome lingerie. French or domestic. Orders by mail filled promptly. Bonwit Teller & Co., 5th Ave. & 38th St., N. Y.

THE WEDDING GOWN will be distinctive, the veil beautiful, if made by Homer. Prices reasonable. Materials also accepted. Out-of-town orders. 11½ W. 37th St., N. Y. Greeley 5265.

Unusual Gifts

WILE-AWAY STEAMER BOXES. A gift for every day. Contents selected for the individual. Prices, $5, $7.50, $10, $15 up. Elizabeth H. Pusey, 16 East 48th Street, N. Y.

UNUSUAL STEAMER BASKETS Filled with fruit and surprises. Daintily wrapped. $5, $7.50, $10 and $15. Elizabeth H. Pusey, 16 East 48th Street, N. Y.

FOR CHILDREN—WILE-AWAY BOXES Ideal for birthdays, convalescence or journeys. Each one individual. Prices $4, $5, $6, $7.50, $10 up. Elizabeth H. Pusey, 16 East 48th Street, N. Y.

CONVALESCENCE BOXES. Filled with little amusements and comforts for the invalid. Each one individual. Prices from $5. Elizabeth H. Pusey, 16 East 48th Street, N. Y.

WHEN IN BOSTON be sure to visit Carbone's interesting shop. Pottery, Basketry, Glass and China from all parts of the world. 338-342 Boylston St., Boston, Mass.

DOLL'S FURNITURE—Cedarwood, white and mahogany enameled. Parlor, dining-room and bedroom sets. Price per piece, 15 cents up. Shut-In Society, 62 E. 34 St. Tel. 1395 Murray Hill.

THE MARKET PLACE FOR UNIQUE Jewelry, pottery, leather, textiles, or metal work, from experts, in all crafts, throughout the country. Nat. Soc. of Craftsmen, 119 E. 19 St., N.Y.

FLOWER HOLDERS of Japanese Bronze. Quaint, artistic. Fish, duck, frog, turtle, dragon, 14 other designs. 25c. to $3. Gift Shops. Folder. Bertha Tanzer, 176 Madison Ave., N.Y.

GIFT SHOPS supplied with gifts from the Orient that are entirely new & distinctive. Not to be had elsewhere. Folder. Bertha Tanzer, 176 Madison Ave., N. Y.

A CORDUROY BATH ROBE in delicate shades, makes a wonderfully acceptable gift. Slippers to match. Correspondence solicited. Emily Pratt Gould, Richmond Hill, N. Y.

KATE DAVENPORT'S DOLLS. Any kind of doll dressed to order. Also cosy, vanity, telephone, first aid and guest room dolls. 22 East 34th St., N. Y., and Garden City, L. I.

"PULLMANS" & school negligees, $2. Hand emb. Cotton Crepe Negligees, any color, $2—Silk, $5.75—Tango Emb. Silk Coats, $4.75. Tango Bags $3. Booklet. Allen Co., 500 W. 177 St., N.Y.

"THÉ DANSANT"—Six subjects—imported dancing manikin, 15 ins. high—latest vogue for dancing parties, prizes, etc. Each $1.50 prepaid. Gift Shops write for discounts. (cont.)

ONE THOUSAND AND ONE dainty, fascinating imported gifts. You should join our Guild, receiving generous discounts from Gift Folio. Details upon request. (cont.)

THE LURE—All visitors are charmed by the wonderful variety of gifts at the "Miniature Gift Shop" of the Forest Craft Guild, 7th floor—6 East 39th St., New York City.

CARDCASES AND OPERA BAGS of Velvet, exquisitely hand tooled & colored—blue, brown, gray, violet, etc. Cases, $1.35. Bags, $2.25. The Gift Shop, 46 Elm St., New Haven, Conn.

JEWELRY MAKING taught. Make your Christmas presents of jewelry you have made. All tools furnished. Material inexpensive. Alchauquin Studios, 41 West 35th St., New York.

"THE CHILDREN'S GIFT SHOP." Books, Music, Toys and artistic novelties. Frisking Fish, Sand Toys and Outfits. Miniature Construction Materials. The gay gyrators. The Wonder Box.

Bulging Balsam Bags and Beasts. Little chests and Boxes. Hand wrought metal framed verses and pictures. Cards, calendars. The Stryvelyne Shop, Inc., 7 West 45th St.

BIRTHDAY and Anniversary cakes from the Lady Baltimore Cake Shop, Inc., 300 Madison Ave., N. Y., are particularly dainty and distinctive; each one made especially to the individual taste.

WALT WHITMAN "Ivorex" Plaques of the good grey poet's birthplace, Huntington, L. I. Made in Eng. from photo. Beautiful soft tones, $2. H. F. Rogers Co., Huntington, L. I.

Willow Furniture

BRENNAN WILLOW FURNITURE is decidedly distinctive in design, finish and price. Sketches on request. Specialists in Country Houses. Walter J. Brennan Co., 14 E. 47 St., N.Y.

McHUGHWILLOW FURNITURE: Shipments Same Day Order is received. Joseph P. McHugh & Son, 9 W. 42d St., N. Y.

Peerless

THE NEW MODEL PEERLESS "48-SIX"

The Peerless tradition of dignity, attractiveness and of unmistakable quality is splendidly justified by the new Peerless "48-Six."

It is made this year in two standard body types—an open Touring Car, for seven passengers, and a Limousine. Each is a worthy culmination of fourteen years of unrelenting effort to produce the most perfect motor car.

The new bodies combine, accentuate and modernize the most attractive features of past Peerless design. Dignity and racy grace are blended in a conservative streamline effect of great beauty. There is a cowled front and the lines sweep backward in the current style.

Bodies of special design, adapted to the individual desires of the purchaser, may always be executed at the Peerless factory. Many distinguished and greatly admired cars have, in the past, been produced in this way.

THE PEERLESS MOTOR CAR COMPANY, CLEVELAND

(Licensed under The Kardo Company Patents)

Makers of Peerless Trucks

Peerless Distributors in Important Centers

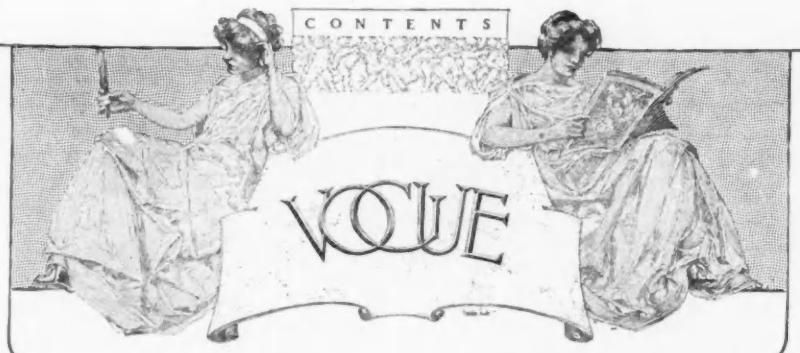
ALBANY, The Albany Garage Co.
BALTIMORE, Zell Motor Car Co.
BOSTON, Peerless Motor Car Co.
CHICAGO, McDuffee Auto. Co.
DENVER, Maxwell-Chamberlain Motor Co.
KANSAS CITY, Holker-Elberg Manufacturing Co.
MEMPHIS, The Lilly Carriage Co.
MINNEAPOLIS, T. M. Anderson.
NEW ORLEANS, Fairchild Auto. Co.
NEW YORK, C. T. Silver-Motor Co.
PHILADELPHIA, Peerless Motor Car Co.
PITTSBURGH, The Hiland Auto. Co.
PORTLAND, H. L. Keats Auto. Co.
SAN ANTONIO, Woodward Carriage Co.
SAN FRANCISCO, H. O. Harrison Co.

SEP 16 1914
©CI.B308142

Look in this Vogue for the

EDITOR'S NOTE

On page 27



The next Vogue will be the

AUTUMN PATTERN NUMBER

Dated October 1

SEPTEMBER 15, 1914

VOL. 44. NO. 6
WHOLE NO. 1007

THE most important thing in this Vogue, the thing that you should read first of all, is the editor's note on page 27. It may correct a misconception due to remarks in the newspapers that there are no Paris fashions this season; and it will enable you to choose your new wardrobe with absolute assurance that every model is a Paris model.

So long as there are any real Paris fashions, Vogue will continue to present them. When the time arrives—if it ever does arrive—that there are no more Paris models, Vogue will tell you so. Far and wide through the country, in many other magazines, and in letters, Vogue has been publishing this statement of its present position:

"With the whole world at war the United States becomes a little world in itself. With every ordinary source of fashion news cut off, American women everywhere—from the most exclusive importer in New York to the little dressmaker in the smaller towns, from the society leader who spends $500 on a single gown to the woman who doesn't spend $500 in an entire season—have turned to Vogue.

"More than ever before, Vogue stands absolutely alone as the authoritative source of what will be worn by really well-dressed American women. More than ever before will you need its authoritative advice in your buying. Once, perhaps, you may have considered Vogue a luxury; this season, at least, Vogue is an absolute necessity for the woman who can't afford to *waste* money on clothes!"

In support of this statement you have but to read this Vogue which you now hold in your hand. Dated September 15, it brings you the news of the Paris openings just as every September 15 Vogue has always brought you the news of them. So, too, will the forthcoming issues bring the information that you will expect to find in each one of them.

THE VOGUE SERVICES

As a "friend in New York," Vogue is now busy for hundreds of women who desire to buy clothes, hats, furniture, jewelry, and all kinds of other things from the best metropolitan shops. An economy in times of peace, this can be doubly or trebly an economy now. In this connection, read Vogue's advertising pages even more carefully this season; they point out many ways of securing really good things at sensible prices.

This is preeminently a time when Vogue's value to you is at its very greatest, depending only upon how much and how intelligently you use its different services. Pages 8 and 127 offer suggestions that may prove invaluable; and on *any* page you are likely to find the way to answer a pressing question or to solve an embarrassing dilemma.

Sales and Exchanges - - - - - - - - - - - - - - - - 10
Mrs. George Peabody Eustis—Photograph - - - - - - - - 26
The Paris Openings—Illustrated - - - - - - - - - - - 27-31
The Tight Underskirt Entrenches Itself—Illustrations - - 32
Putting the Twist in the French Twist—Illustrated - - - 33
The Turban an Exception and Black Velvet the Rule—Illustrations - - - - - - - - - - - - - - - - - - - 34
The Long Coats and Circular Skirts of Winter—Illustrations 35
Suits Tight Here and Full There—Illustrations - - - - - 36
The French Fête of the Flying Spheres—Illustrated - - - 37
Australasia Wins the World Championship in Tennis—Photographs - - - - - - - - - - - - - - - - - - - 38-39
Midsummer Weddings—Photographs - - - - - - - - - - 40
As Seen by Him—Illustrated - - - - - - - - - - - - - 41
Paris Preparing for War - - - - - - - - - - - - - - - 41
Miss Janet Fish—Photograph - - - - - - - - - - - - - 42
Sitting in the Seat of the Scornful—Editorial - - - - - 43
Society Mobilized at Newport and on Long Island—Photographs - - - - - - - - - - - - - - - - - - - 44-45
Titled Amateurs in the Sawdust Ring - - - - - - - - 46-47
The Frills of Fashion—Illustrated - - - - - - - - - - 48
Accomplishing Full Skirt and Snug Bodice—Illustrations - 49
Smart Fashions for Limited Incomes—Illustrated - - - 50-51
Hats Not Broad, Are High—Illustrations - - - - - - - - 52-53
Fulness Takes Liberties with both Skirt and Coat—Illustrations - - - - - - - - - - - - - - - - - - - 54
The Surplice Frock, the Hat, and the Furs of Winter—Illustrations - - - - - - - - - - - - - - - - - - 55
Seen in the Shops—Illustrated - - - - - - - - - - - - 56-57
The Gown and the Woman - - - - - - - - - - - - - - 57
The Younger Generation—Illustrations - - - - - - - - - 58
Waists Turned Tailored—Illustrations - - - - - - - - - 59
Separate Coats Go to Great Lengths—Illustrations - - - 60
Old-Time Guardians of Colonial Entrances—Photographs - 61
Stars for the New Plays—Photographs - - - - - - - - - 62
The English Home Where "Grumpy" Renews His Youth—Photographs - - - - - - - - - - - - - - - - - - - 63
Mrs. O. H. P. Belmont's Long Island Estate—Photographs - 64
The Vogue Pattern Service - - - - - - - - - - - - - 65-72
Unique Household Articles—Photographs - - - - - - - - 80
For the Hostess - - - - - - - - - - - - - - - - - - 82
On Her Dressing-table - - - - - - - - - - - - - - - 84
Answers to Correspondents - - - - - - - - - - - - - 86
What They Say - - - - - - - - - - - - - - - - - - 88
What They Read - - - - - - - - - - - - - - - - - 90-96
Society - 102-104
A Portrait Painter at Twenty-one—Illustrated - - - - - 106
Gardening in the Autumn - - - - - - - - - - - - 110-112
As a Japanese Maid Marries - - - - - - - - - - - 114-116

Copyright, 1914, by The Vogue Company.
Registered in the U. S. Patent Office.

VOGUE is published on the first and fifteenth of every month, by The Vogue Company, 443 Fourth Avenue, New York; Condé Nast, President; M. L. Harrison, Vice-president; Barrett Andrews, Secretary; Edna Woolman Chase, Editor.

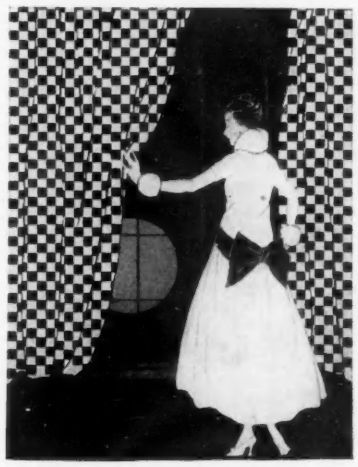
Manuscripts must be accompanied by postage for their return if unavailable. Vogue assumes no responsibility for unsolicited manuscripts except to accord them courteous attention and ordinary care.

Subscriptions for the United States and Mexico, four dollars a year in advance. For foreign countries in the postal union, six dollars a year. For Canadian delivery, postage must be added at the rate of $1.25 per year. Remit by check, draft, or postal or express money order. Other remittances at sender's risk. Single copies twenty-five cents.

Change of Address.—The address of subscribers can be changed as often as desired. In ordering a change both the old and the new address must be given. Three weeks' notice is required, either for changing an address or for starting a new subscription.

Entered as second-class matter February 16, 1910, at the Post Office at New York, N. Y., under the act of March 3, 1879. Cable address Vonork.

THE next Vogue—the Autumn Pattern Number—will this year present a very careful selection of Vogue Patterns. On the fifteen pages of its Pattern Supplement you will find many models that Vogue strongly recommends for autumn and early winter. Look for this cover:



The cover of the next (October 1st) Vogue is by Helen Dryden

The models chosen by Vogue for reproduction in pattern form have been gathered from various sources. Some are from the openings that were held just before the war, some from Deauville, and some from the last flare-up of the Paris season itself.

With this catalogue of real French models before you, it will be easy to tell good style from bad. And if you are a user of Vogue patterns, here is your opportunity to secure at moderate cost the working plans for any part of your new season's wardrobe.

SPEAK TO YOUR NEWSDEALER

With this immensely practical Pattern Number on the news stands two weeks hence, the demand for Vogue will reach its climax. Some newsdealers, either because they have not foreseen this abnormal demand, or because they have not been able to secure copies to meet it, will be "sold out" more quickly than ever. To be on the absolutely safe side, speak to your newsdealer now; impress upon him that you particularly need Vogue and he will order your copy of the Pattern Number and keep it aside until you call for it.

Please make a note, mentally or otherwise, that the Pattern Number will not be ready before September 28; and the Winter Fashions Number not before October 12. If you are a subscriber, do not write to Vogue about the lateness of these numbers until you have given them a fair chance to arrive.

Photograph by Marc Thunt

MRS. GEORGE PEABODY EUSTIS

A Celestial from the tips of her embroidered shoes to the top of her Manchurian head-dress was Mrs. Eustis at the Chinese ball recently given in Newport by Mrs. Oliver H. P. Belmont. Mrs. Eustis, who before her marriage was Miss Rosamond Street, daughter of Mr. William A. Street of New York, spends much of her time in Europe and at her place in the south, where she is an indefatigable follower of the hunt

VOGUE

THE PARIS OPENINGS

The New Silhouette Is Very Voluminous—Couturiers May Differ as to Whether a Gown Shall Be Straight at the Waist-line or Fitted, but When It Reaches the Ankles, There Are No Two Opinions: It Must Flare—So Say Chéruit, Premet, Callot, and Paquin, Who Still Dictate the Mode from Paris

Smoothly fitted at the shoulders, saggingly belted at the hips, and flaring and short as to skirt,—the chemise silhouette was the most conspicuous in the coterie of frocks at Chéruit's opening

Editor's Note:—In spite of the European war and many reports in the daily press that Paris would put forth no fashions this season, Vogue is presenting in this issue a number of models from Chéruit, Martial et Armand, and Dœuillet. These were shown at the Paris openings in August, for Paris did hold openings and Vogue's Paris staff was there as usual, and so long as Paris continues to create fashions and the transatlantic mail service is in commission, Vogue will keep its Paris offices open and will publish sketches and articles from Paris in every issue. A cable received from our Paris office just as this number is going to press reads, "Sending splendid material for October 1 number of Vogue from openings."

"LE FIGARO, July twenty-ninth, Gaston Calmette, *directeur*." The entire first page is, on this date, devoted to "Le Verdict de Honte," announcing the acquittal of Mme. Caillaux, the murderess of its editor. On the right of the page is a single column headed, "Le Conflit Austro-Serbe." Follow twelve pages, the entire paper, on the trial of Mme. Caillaux.

"Le Figaro, July 31." The first page starts, "La Crise Européenne et la France." Follow six pages, the entire paper, on the war. There is one paragraph on the Caillaux trial.

Thus cataclysmically was France hurled from a time of peace with its interest in little things into a state of war in which events are too big to be comprehended. One day France had no interest but in the murder of a single man—and he four months dead; the next, it had no thought but war.

WHAT THEN OF FASHIONS?

At this time, one month later, it is the same. No fact in life is big enough to crowd out of our thought this one terrible fact of universal war; the little happenings of ordinary life drop out of consciousness; the people of Paris have little energy except for this great event that is upon them. All the usual channels of their activity are dammed up, and the full current of their vitality streams into this terrible struggle. Those who have the fullest sum of life to give have gone to give it; those who have less, do what they can at home.

What then of fashions? During the first days after the declaration of war, while mobilization was taking place, fashion prospects were thunderous. No one cast them a thought. Many of the creators of fashion immediately joined their regiments. Paul Poiret and Jean and Jacques Worth were among the first to go. When the head of the house was not away on

A silhouette typical of Chéruit, who makes coats flare like riding-habits on the hips, skirts wide and full and short—short enough to show the ankles as well as the feet—is this model in dull red

All but extinguished by its own short, circular cape of green velvet, heavy with skunk, is the little straight up and down black satin coat with which Martial et Armand top a straight up and down skirt portion. Wide skunk bands on the cape serve but to accentuate its flare

Here Martial et Armand renounce frugality in any particular and announce in this blue cloth model that coats are long, full-skirted, broadly belted, collared and cuffed with dark fur (here, skunk), and that they may have capes large enough to hold their own as separate wraps

Oddly enough, though capes do not often appear alone they are permanent appendages of other garments, and here Martial et Armand imposes upon a coat of skunk-trimmed scarlet velvet a cape of black crêpe de Chine banded with narrow silver bands to match the fastenings, and with skunk to match the fur

Collar narrow and upstanding; sleeves set-in, long, and tight; waist-line curved closely to the figure; skirt plaited in front, belted in back, and short: a Chéruit frock, this, in Bordeaux red cloth

That its silhouette may flare the more, a Martial et Armand coat of salmon colored taffeta with collar aplenty and a striking, supplementary scarf of velvet and skunk, is provided with a belt to which is gathered an extra skirt of taffeta. The front exposes the brown velvet dress, silver-embroidered

affairs of war, his assistants were; his designers were enlisting; his little sewing girls were with the Red Cross or he had set them to work in his ateliers making bandages; his *vendeuses* were with their families, helping in the preparations for war; approached on business, they could only weep.

THAT FRANCE MIGHT NOT TOO GREATLY SUFFER

But after the first upheaval, many of the houses, notably those headed by women, were able to resume their normal activities,—even to hold their openings on the days scheduled. The trade of France must not too greatly suffer; Paris is not now a market for the wares of the couturiers, nor is any other European city, but the United States and South America are. Therefore those dressmakers who by any means can, are continuing their work as long as possible. Many of the dressmakers had already designed models for their autumn openings, and it was then but a question of having enough made up to meet the demand of the buyers. Already, many of the openings have been held and the models shipped to America.

Doubtless the couturiers were plotting a coup d'état. Whether the world in its crisis will give fashion sufficient attention to bring this effort of the couturiers to its culmination, the next few weeks will show.

In its embryo state, here is the new mode. The silhouette is bell-like, flaring from shoulder to ankle. The skirt is short, even eight inches from the ground; it is full, being either shirred, deeply box plaited, or cut circular; therefore it falls in heavy folds at the bottom. The bodice is no longer loose and baggy; it is cut less generously,—sometimes fits quite snugly. The sleeve aids and abets this snugness; it is set into a normal armhole or is cut on raglan lines; and it is long and tight. There is warrant for expecting the advent of the high, tight collar; and as a last sop to demureness, the transparent bodice may have to go.

Coats follow the lines laid down by dresses. They are long and flaring, hang loose from the shoulders, and put much material in the skirts.

BENEATH THE NEW BANNER

This, in general, is the mode. To it many designers subscribe, from it many models deviate. But it is the new line; and newness is the life of fashion. Therefore are its hopes of a long life bright.

Chéruit is not among those who vote once for the full skirt and twice against it. She takes her stand in the van of the designers who are determined to see its success. Skirt after skirt, full, flaring, and short, issues from her workrooms. She grants no quarter to the narrow skirt, even in a tight underskirt. One

The striped petticoat that was displayed beneath the full skirts of Peg Woffington's day is here cleverly manipulated by Martial et Armand. The dress is of blue cloth, and guimpe and cuffs are of blue tulle, beaver-edged

That the flaring collar, beloved and becoming, has secured enough points in the game of fashion to progress to the next season is here predicted. One of Martial et Armand's pet adaptations of the tunic is this. Fine braiding is prettily revived on skirt and blouse

Beneath an apricot colored cloth skirt hangs a black charmeuse petticoat hemmed with gray wool; beneath a bolero coat snuggles a sash in black and gray; beneath collar and cuffs runs a line of black chiffon. From Martial et Armand

White cloth and sealskin, which are shown a great deal in combination, appear in this coat-dress that curves subtly in at the waist-line. From Martial et Armand

concession only does she make to our long pampered love of slimness—her skirts are not full in the back. Directly in the middle of the back they hang perfectly plain and flat and all of the fulness is placed on the hips. This rule holds good whether the skirts are circular or shirred. Even the circular skirts have not the slightest ripple in the back, but are so cleverly arranged that deep godet plaits hang from each hip. The flare of the skirt is frequently accentuated by a wide band of fur, placed either at the bottom or three inches above. Occasionally Chéruit places a cluster of plaits directly in the middle of the front. These are never stitched, but are simply pressed.

To say that a Chéruit skirt is short means that it shows not only the foot but also the slender curve above the ankle. The advent of the short skirt has long been prophesied in Vogue. Occasionally these new skirts have lining slips made of silk so thin that it does not by a hair's breadth change the line of the figure. Another point to win us to these underskirts is that although they measure more than two yards at the bottom, they are so soft that we scarcely realize they are really wide.

Two yards, did I say? Some are much, much wider. They are made to fit the hips rather closely, either by means of plaits or a clever arrangement of seams, and flare gradually but decidedly from above the knee to the bottom of the short skirt.

ENTER: THE ONE-PIECE DRESS

Chéruit has hit upon the really new and successful feature of the season—the one-piece dress. This mode dooms the transparent corsage, for this new one-piece dress extends to the nape of the neck in the back and has long tight sleeves. To be sure, it may open in front over a tucker of tulle, but the major part of the bodice is not transparent. Here is the one-piece dress as Madame Chéruit conceives it. Imagine a chemise-like slip that hangs from

Of Dœuillet's many one-piece frocks in princess effect not a few are of tulle like this one embroidered with black paillettes. Only a layer of pink tulle between the black satin underskirt and the black tulle overskirt relieves the blackness

Without a tight underskirt and with no very marked intentions toward a bodice, comes a frock of zinc-white faille with a skirt which adds a flounce to its normal capacity for fulness and a cluster of Nattier blue roses at the girdle

Chéruit greatly favors the chemise frock. This model of black satin hung from shoulder to heels with black tulle and confined a black velvet sash with a golden lining, has tulle sleeves picked out with delicate gold embroidery

the shoulders to the ankles with a decided flare at the hem and that is loosely belted low on the hips. There you have it—the most conspicuous silhouette in the Chéruit collection. One frock of this order is made of *velours de laine* and is banded eighteen inches deep with moleskin. It is worn with a short moleskin coat. Some of Chéruit's one-piece dresses are much more complicated, and all are fur-trimmed.

WHERE IS THE BUTTONED BASQUE?

In Chéruit's whole collection there is not a single buttoned basque or a ruffled skirt. For the most part the corsages are slit in front to the hips, are then joined together invisibly from the hips to the waist-line, above which they part slightly over a bit of white tulle. Sometimes these slit fronts are turned back like little revers and are faced with fur which extends across the back of the neck.

Evening coats are very wide at bottom and are just a little shorter than the short dresses. Like the suits and dresses, they flare from the hips down, and are banded at the bottom with fur. Likewise are they collared in fur, and in a very conspicuous way, displaying either enormous sailor collars, small capes, Capuchin collars, or straight, high collars. Evening wraps are very wide and some are sleeveless, being, indeed, more like voluminous capes with slits for the hands. These slits are bound with wide bands of fur which look like cuffs or tiny muffs.

One Chéruit wrap of black velvet has a deep, circular flounce of steel gray velvet. The joining of the two colors is covered with monkey fur, producing an effect the most striking. In addition to these wraps are the more usual but not less beautiful cloaks of wonderful brocades, all very short and voluminous.

As to materials, Chéruit uses no stripes and no plaids. Oh, yes, there is one solid block-plaid which is fully an inch and a half square. Made up into a separate coat, this is rather startling, and perhaps not unreservedly commendable. A one-piece dress of velvet block-plaid in dark red and dark blue, sashed low on the hips with dark blue satin, is, however, wonderfully pretty. Another material which of itself gives chic to a gown is a heavy, white silk faille—the shade of white is unusual—a sort of parchment, or zinc white—and all its values are brought out by the sable trimming.

CHÉRUIT ON FUR

Chéruit uses no narrow bands of fur; four inches is the limit of narrowness. Chéruit is employing fur in most unusual ways. Such long-haired furs as fox and skunk are cut into wide belts for one-piece dresses, suits, long coats, and even for evening wraps. The modish furs here are marmot—which looks much like silver fox—skunk, sable, opossum, monkey fur, moleskin, and astrakhan. Chéruit uses very little broadtail, no chinchilla, no sealskin, and no *putois*. She showed not a single muff.

(*Continued on page* 108)

AT BOURNICHE'S OPENING WAS SEEN THE TIGHT UNDERSKIRT ENTRENCHING ITSELF BENEATH THE FLARING SKIRT OF EVENING FROCKS ASHIMMER WITH SATIN AND PAILLETTES

As jet beads are, with other shimmering trimmings, in high favor, there are almost as many as possible on this lissom frock of black tulle with a girdle of beads that really amounts to a yoke, a cape of tulle banded and tasseled with beads, and a tunic fairly showered with them. The underskirt is of black satin

Though assailed, the tight underskirt invincibly holds its own in this frock of two-toned rose satin made in the princess fashion favored at so many openings and trimmed with tulle bands ashimmer with paillettes. The sleeves and underskirt are of pink tulle. Gowns designed by Bourniche, sketched in Paris, and imported by Kurzman

A little gray gown has but a pink rose and crosswise folds of pink tulle topping the corsage, to hint at anything but demureness. The gray tulle with bands of dull and brilliant spangles falls full over the gray satin underskirt and hangs in Watteau drapery, weighted with a tassel, straight from the shoulder

Spanish and high, a comb of "demi blond" shell in a delicate filigree pattern forms a background for a French twist coiffure which effectively discloses every pretty, natural outline of the head

To be worn on the side your face is most becoming to you, is this delicately curved comb of "demi blond" shell rimmed with rhinestones, which holds the elusive twist in a French twist

The flatter the coiffure is kept at the nape of the neck, the prettier is the curve at the top, and a comb like this of "demi blond" shell and rhinestones adds the last charming touch

TO PUT THE TWIST IN A FRENCH TWIST AND KEEP IT IN WITH A COMB

THE arrangement of the hair is always interesting, as it holds such delightful possibilities for change. Strangely enough, the French roll or twist, which first made its appearance a year ago, has only now reached popularity. There is, as yet, nothing newer, but to arrange the twist in its prettiest way requires considerable skill as well as adjustment to the individual face.

Puffs, braids, and curls have been abandoned and the hair is drawn close to the head and massed on the top. The front may be parted on the sides, or drawn back like a low pompadour. The long back hair is parted from the crown of the head to the nape of the neck; one side is taken up and secured with a small comb, or with pins, just past the middle of the head; then all the hair is brushed together and rolled from the end to the head, where it is shaped to give the most becoming contour.

The hair must be flat at the sides and especially flat and tight at the nape of the neck, so it takes a high, pretty line at the crown of the head. Although it is no longer unusual to show the ears, American women, finding that a softer line is given by concealing the tops of them, have not quite exposed them to view.

If the hair has any natural curl, the present mode allows it to show, and if quite straight, it can be arranged in a smart manner, if made particularly slick. Rousseau Lay, a Frenchman who has an establishment in New York, has arranged the hair shown in the photographs. He used a wave and put the hair up just as described.

Among the newest combs is the fern-like one of *demi blond* shell and rhinestones illustrated at the lower left of the page. This is so shaped that it fits the curve of the back of the head, and helps not only to keep the hair flat at the nape of the neck, but to keep it curved at the top of the head. Quite different but most decorative is the Spanish comb, which may be put straight across the head to give height, or may be placed at a becoming angle; those shown are of *demi blond* shell in attractive filigree patterns, or edged or inset with rhinestones.

The woman with a small, well-shaped head, clear-cut features, and a low forehead, finds the present mode delightful, as every natural line of the head is allowed to show.

Curved to fit the curve of the coiffure is a comb of "demi blond" shell

Fan-shaped and edged with filigree work is this "demi blond" comb

The graceful, sweeping line of the brim of this black velvet hat designed to be worn with afternoon gowns, is further softened by delicate ostrich feathers, and a silver rose at the middle front gives the hat the cachet of the new season

Over the narrow side brims of this new oblong sailor sketched at the upper left, the fringe of monkey fur hangs irregularly. The metallic ribbon which heads the fur offers a sharp contrast with the black velvet of the oblong crown

At the middle of the page is a Suzanne Talbot model of black velvet bound with grosgrain ribbon and with a wide band of the ribbon about the crown. The narrowness of the brim at the front is in odd contrast with the flare at the back

Even a close fitting turban finds it possible to rest upon the head at an angle, and to achieve a flare if it is in no more than the feather spirals of fan-shaped silk wings. Black panne velvet forms the lower part of the turban, plain velvet the top

On the underside of the upturned brim of this black velvet hat is a sharply defined metallic ornament, and above the brim, noticeable where it narrows on the right side, lie the fringes of the monkey fur which surrounds the crown. Rawak models

THE LONG COATS OF WINTER RETAIN THE FLARE INITIATED BY THE SHORT COATS OF THE SPRING, BUT THE NEW CIRCULAR SKIRTS REPUDIATE ALL MEMORIES OF THEIR STRAIGHT PREDECESSORS

"Ah, Madame, pockets I retrieve for you with pretty, tricornered motifs of red embroidery—so chic against the blue gabardine —, and Madame's feet are free, for the skirt is reasonably wide, and the smart overskirt reaches only to the sides." So beguiled Madame scarce perceives that Paquin has put her neck into a stock and subtly defined her waist-line. Models from M. & I. Weingarten

Unsatisfied with its conquest of the frock, the surplice front appears on a baby lamb and velvet suit of the winter; upon occasion, however, it consents to button underneath the bell-shaped coat and allow it to flare cape-wise. The full, black velvet tunic falls over a wide, circular flounce of baby lamb which, set on a foundation, serves as underskirt. The collar is kolinsky

Here Premet widens and lowers the flare which the little short coats of the spring initiated and on each side slashes to the waist-line the skirt of the coat, which flares scarcely more than does the circular skirt. "Betterave" (beet root) wool duvetyn with a gabardine stripe to it is the material, and the embroidery on the skirt and on the two half-belts matches it in shade; the collar is of skunk

WINTER SKIRTS VARY FROM THE TIGHT TO FULL,

BUT COATS MERELY FROM THE FULL TO MORE FULL

Astrakhan collar, undersleeves, and turban snug as a sleighing cap, suggest snowy Russia, and the braiding on this midnight blue velours suit might have been inspired by the uniforms of that country. The skirt is full, and the flare of the coat is accentuated by the blue silk cords, run under box-plaits at the back, which draw in the coat slightly. The shirred wrist-bands are of black satin, and the turban-top is faille, blue like the Bernard suit

A military effect is evident also in the design in which the metallic braid is arranged on this Bernard model of midnight blue gabardine cloth. A black satin tunic, open at the sides, almost covers the narrow skirt of the gabardine, but the skirt of the coat is unusually full and is gathered on to the short upper part. The flaring brim of the big black sailor rolls up from the face a trifle and a band of metallic braid surrounds the crown

An early Poiret model of green and blue velours, the inspiration for which was found not in the military uniform but in the tunics of the messengers of Paris. Across each side of the front is a wide belt suggesting the deep pockets into which the messengers thrust their packages. The cuffs and the collar which continues up from the yoke are of blue velvet, and the turban is blue silk, with green quills. Suits from Bonwit Teller & Co.

THE FRENCH FÊTE *of the* FLYING SPHERES

Only a Few Short Weeks Ago the Eyes of All Paris Scanned the Skies in Delight at the Annual "Grand Prix" of the Air with Never a Thought of the Hostile Zeppelins So Soon to Cast Their Shadows on the City

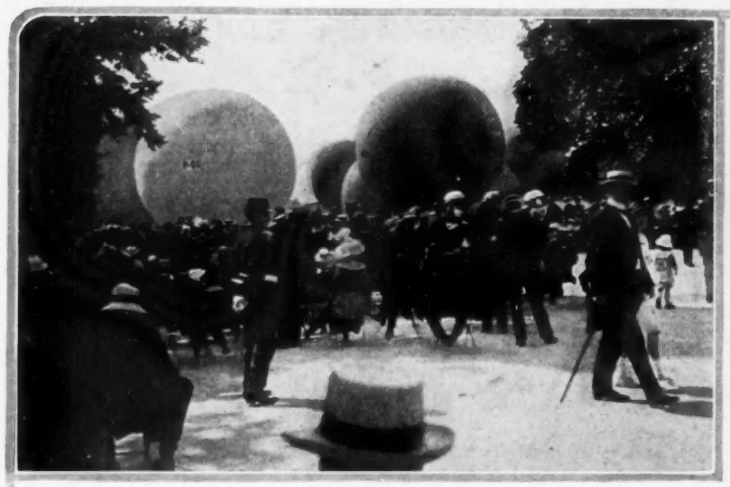
IT IS called the "Grand Prix" of the Aéro-Club of France, and is classed as one of the most important events in the sporting world, but the French choose well when they surname this great yearly balloon meet in Paris, *La Fête des Globes Volants*. It is truly a *fête-champêtre*, such as the French have always loved so well. It is a modern rendering, however,—a new setting on an old stage,—for the sailing-off of the great balloons took place where the classic gardens of the Tuileries meet the Place de la Concorde, in the gardens which witnessed the gay, brilliant, outdoor fêtes which distinguished the old court days of the French Royalists.

THE SETTING OF THE FÊTE

The terraces of the "Orangerie" and the "Jeu de Paume," scenes of the ancient sports of a vanished court, made an excellent dress-circle for the more privileged friends and guests of the Aéro-Club, one of the most exclusive sporting organizations in France. All receipts from this fête were contributed to the *Caisse de Secours Aéronautique*, and the benefit must have been great, for the love of the "Flying Sphere" seems a birthright of the French, and all sportive, all *mondain*, and all curious Paris were there to share in the last great event of the Paris season. The soaring balloon satisfies the Parisian's temperamental love of the spectacular and the unusual. The toy balloon is among the first gifts to a French baby, and the sky above Paris is rarely without the exclamation point furnished by a big balloon.

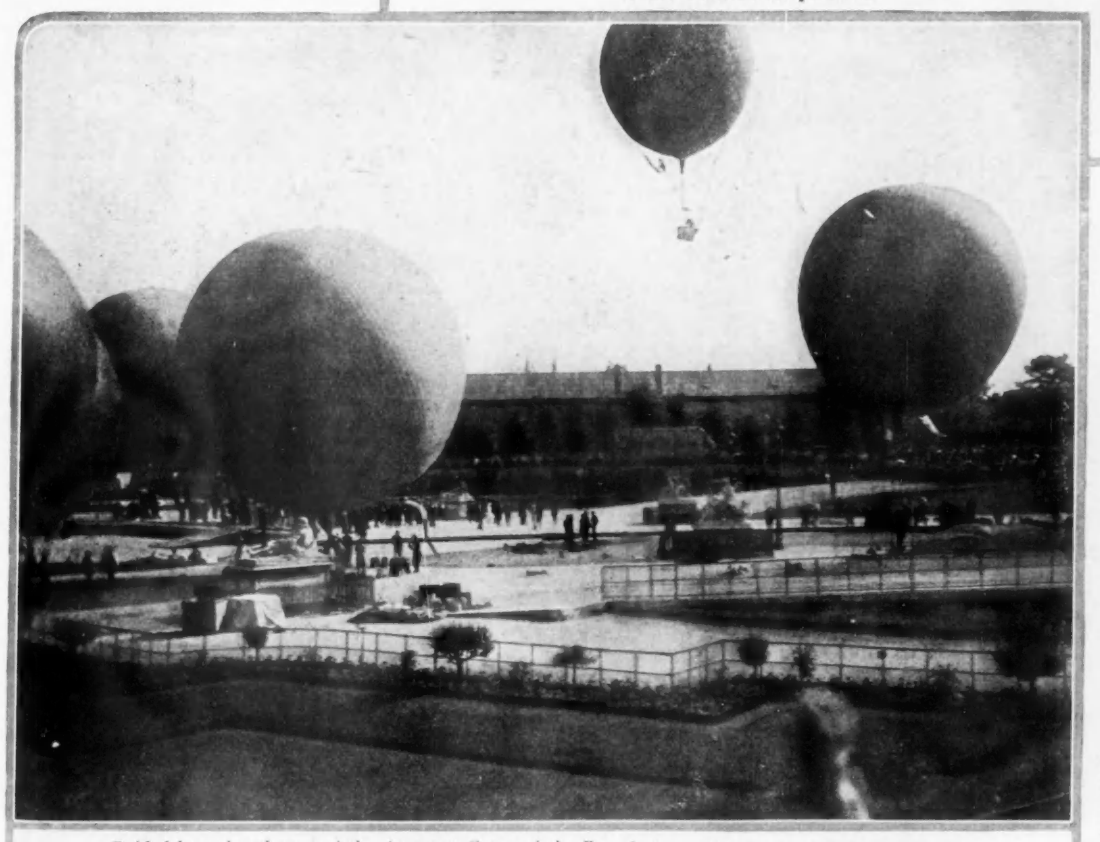
On the day of the "Grand Prix," the huge bulks of some twenty-five balloons shone golden in the brilliant, summer sunlight, making a wonderful flare of color against the blue of the sky, the green of the chestnut trees, and the many colors of flowers. They seemed like mammoth bubbles blown with a giant's breath; and in this case the breath was some thirty thousand cubic yards of hydrogen gas, which was piped through conduits to distend their silken folds. The strongest weave of the finest silk is used to make these ships that sail the sky.

It was an all day fête, for the work of inflating the big balloons is immense. At one o'clock the guests began to arrive, the first ascension was at four, and the last in the late twilight.



A perfect day and all Paris afoot, for this spectacular and unusual event makes special appeal to the Parisian temperament

Mme. Goldschmidt, who conducted the entry of the Frenchwoman's Aeronautic Club to a safe landing in Normandy



Guided by a detachment of the Aeronaut Corps of the French Army, the great balloons came one by one to the starting-point, rose high into the blue sky, and set off on their long and hazardous journeys

As they rounded out, almost ready for the start, the big golden balls swayed to and fro on their stay ropes in a joyous, rhythmic motion, impatient to be off after their partners, the scudding white clouds. And off they would have been instantly, but for the ring of green canvas bags loaded with sand which encircled each balloon, hanging from the twenty-three drop cords. A detachment of the Aeronaut Corps of the French Army had been detailed for the delicate and difficult task of sending off the balloons. In and around through the network of cords, they worked busily, clad in blue and red uniforms, and handling the ropes of these air craft with a wonderful precision and with an ease which suggested lace-makers handling their bobbins. For it is a costly and exacting sport, this of sending off thoroughbred balloons for an air race.

TESTING THE WIND

At last the strains of the "Marseillaise" were heard, and at the same moment there was a whirr of flying wings, and from around the great golden balloons there arose a fluttering cloud of pigeons, which had been set free from seventy big wicker cages. More than two thousand birds, white, mauve, and gray, circled in rising spirals, higher and

(*Continued on page* 98)

Mrs. Theodore Douglas Robinson on a smiling way to the doubles (second) match with her husband, who seems to be taking his tennis more seriously

Mrs. Lydig Hoyt, formerly Miss Julia Robbins, chose a smart frock of black and white checked batiste

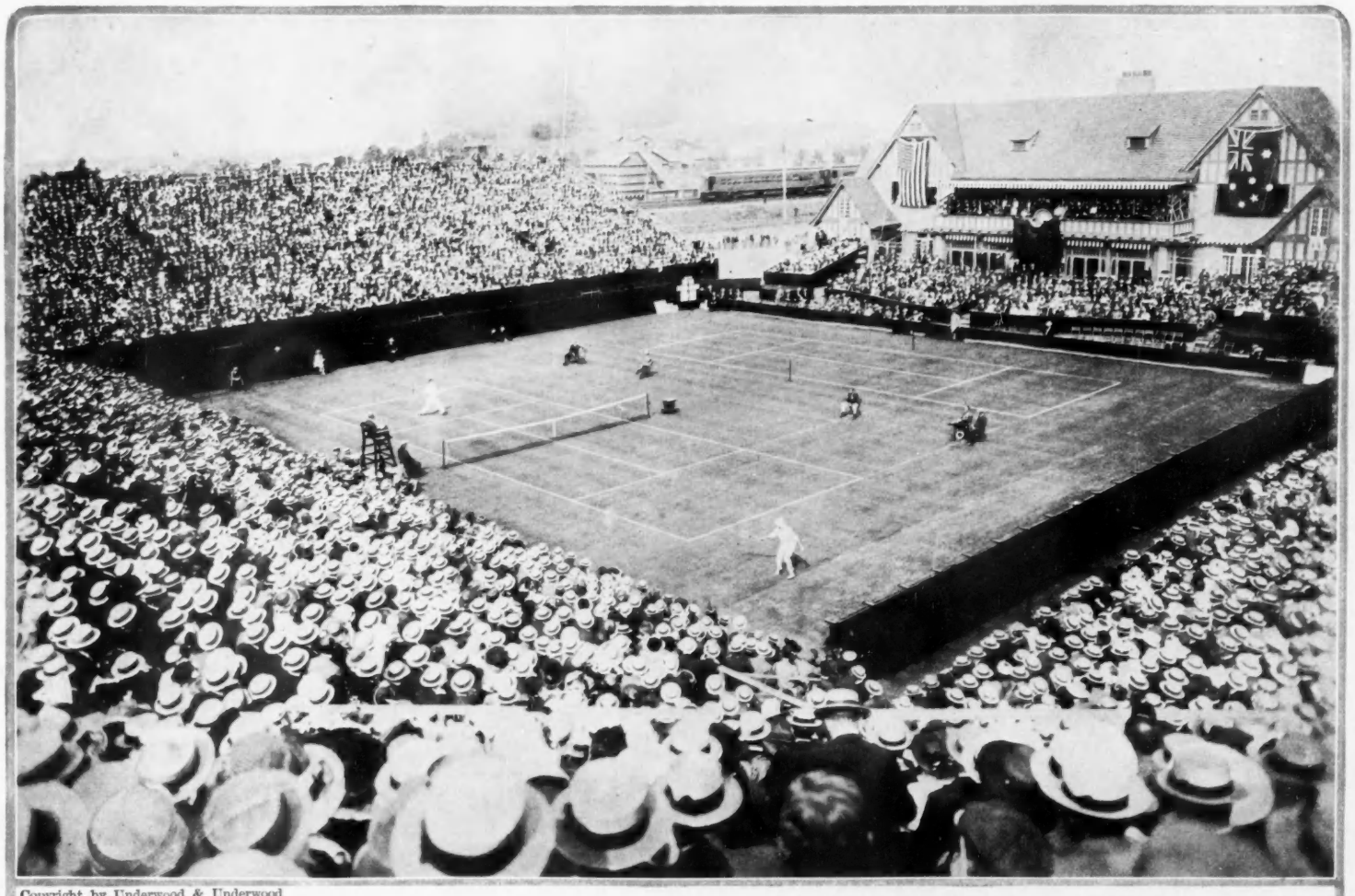
Mrs. William K. Vanderbilt, Jr., was among those who saw Maurice McLoughlin defeat the Australian player, Norman Brookes, in the first match

Photographs copyrighted by The International News Service and Underwood & Underwood.

Mr. and Mrs. Arthur Iselin, who are seldom absent from important sports events, watched the tennis matches with discerning interest

Mr. and Mrs. Vincent Astor, who gave ample evidence of their enthusiasm for tennis by attending all three of the matches

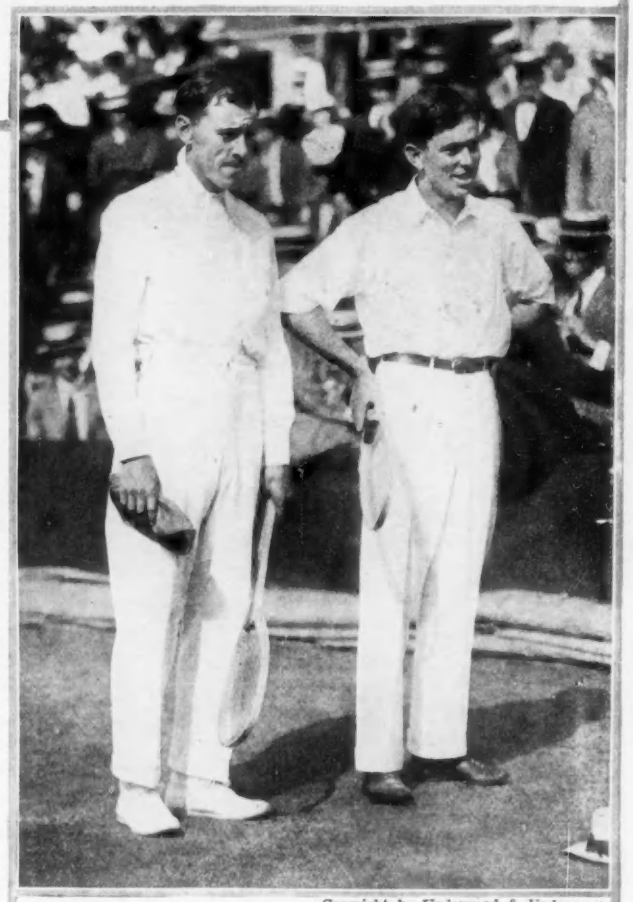
On the first day of the tennis matches Mr. and Mrs. Oren Root were among the enthusiasts seated in the first tier in the west stand



Copyright by Underwood & Underwood

Twelve thousand tennis enthusiasts watched the first of the international tennis games between Australia and America at the West Side Tennis Club. In the above photograph are shown the club-house, in which the social life of the day centered, and the courts with Mr. M. E. McLoughlin (American), at the left, and Mr. N. E. Brookes (Australian), at the right

Mr. Harold S. Vanderbilt, accompanied by Miss Eleonora Sears, who is rated as one of the best women players in the country, watched the third day's games from the crowded west stand



Copyright by Underwood & Underwood

Mr. Norman E. Brookes, the temperamental Australian player who is the champion of all England, and his cool and determined American opponent, Mr. Maurice E. McLoughlin, by whose skill the Australian was defeated in the matches of the first day

THE NEW CLUB-HOUSE OF THE WEST SIDE TENNIS CLUB AT FOREST HILLS, L. I., A SUBURB WHICH OWES A DEBT OF ATTRACTIVENESS TO OLD ENGLISH ARCHITECTURE, WAS THE SCENE OF THE THRILLING BATTLE OF RACKETS WHEREBY AUSTRALASIA WON THE DAVIS CUP

TWO MIDSUMMER WEDDINGS WHICH ADDED TO THE GAIETY OF THE JERSEY COAST SEASON

Photograph by Rochlitz Studio

Four charming bridesmaids at the wedding of Miss Hazen Symington to Mr. George de Forest Lord in St. George's Church, Rumson, New Jersey, were Miss Margaret H. Hamilton, Miss Frances H. Wyeth, Miss Adeline M. Townsend, and Miss Nathalie Slocum. They carried huge bouquets of Easter lilies and arbutus and were prettily gowned in champagne colored lace and satin girdled with sage green satin

Charmingly picturesque was the wedding of Miss Dorothy Harvey, daughter of Colonel George B. M. Harvey, to Lieutenant Marcellus H. Thompson at the summer home of the bride's parents at Deal, New Jersey. The ceremony was performed in a pergola surrounded by a garden of old-fashioned flowers which lies east of the low, rambling house, and the guests looked on from the broad piazzas and from beneath fruit laden apple-trees

Copyright by Underwood & Underwood

AS SEEN *by* HIM

Training a Young Bachelor Up in the Way He Should Live—Looking at the War through the Eyes of Newport

THIS is the age of the romance of commercialism; almost all the recent novels and the serial stories in the magazines deal with shares and bonds and banks, Wall Street and speculation, panics and bankruptcy. There is a thin veneer of sentiment in our fiction, but it clings much as ivy around a solid block of molten, almighty dollars. The world wants to know the price of everything. One writer has told us how much his socks cost a pair, the amount of the wages he pays his servants, and the totals of his cigar and wine and grocery bills. A western friend, a banker, told me not long ago that he read the chapter containing this data over and over; that he was fascinated by it.

As for myself, I have recently been asked a number of questions in regard to such matters as what it costs to bring out a daughter in New York; for how much would a social sponsor, if such personages exists,—and I have good reason to believe that they do,—be willing to guide the footsteps of the social pilgrim into the road which leads most directly through the gates of society; and on what income may an unmarried man keep up with the New York social procession? This last question hits home, for as you know, I have ample experience in regard to it. I may not have the illusions or the enthusiasms of youth, but I have the experience of a life of bachelorhood, and, as history repeats practically the same old comedy for every bachelor, I may be able to throw some light upon the uncertainties of bachelor existence in general.

SAY FIFTEEN THOUSAND

All things considered, I should think that an unmarried man could scrape along with an income of six per cent. on a quarter of a million —say fifteen thousand dollars a year Thirty thousand dollars, which represents the same interest on half a million, is not at all undesirable, but an income of fifty thousand or over is apt to be burdensome, as some means has to be devised for disposing of the surplus. A cup that is filled to the brim is always in danger of slopping over and making a mess.

In spite of the constant complaining that I hear, it seems to me that, in a way, a man can get more for his money to-day than he could fifteen years ago. Take the matter of a home, for instance. Fifteen years ago, there were no comfortable quarters at hotels for bachelors; in fact, hotels were dreary places designed largely for a few days' stop-over. A bachelor had either to live at his club, to furnish chambers, or to go in more heavily and take a small house, and small houses were even then hard to find in New York. In this regard, life is much changed and simplified, for a bachelor may now live comfortably in various ways, with his address at his club.

At the best hotels suites are available that permit the bachelor to live quite as independently of the world as though he were in a whole house of his own, and yet to be so in the midst of things that he has only to touch a button and the world is his. At almost any of the best hotels a perfectly appointed suite of rooms (with excellent valet service, by the way, which dispenses with the need of a man) may be taken for from three to five thousand dollars a year. Such a miniature establishment settles all the mere mechanics of living save those regarding food. This question, however, is easily arranged, for most men take their meals at their clubs when they are not asked out. I should say that a thousand dollars a year would be a fair estimate for food, though the addition of a few hundreds to this would not be amiss, making the amount about $1,500 a year or $4 a day.

CAMPING OUT IN CLUBS

As for living at a club, the tendency among the best clubs is to eliminate this possibility entirely. The Union never, to my remembrance, furnished such accommodations. The Metropolitan has the most luxurious rooms of any club I know of, but living at a club is not comfortable. I have found it expensive and, at some clubs, really more or less a variety of camping out. Club fellows continually drop in and there is really little quiet or privacy.

Living in chambers is not satisfactory, at least I have not found it so, because one servant is not enough, and more than one is in the way in a small place. Also, if the rooms taken are at all adapted to entertaining, much comes to be expected of a bachelor in that line. It is rather a bore, it seems, simply to dine in a bachelor's rooms, and there must be something especially provided for entertainment.

Not only have bachelors almost ceased to live at clubs, but it is no longer a fad to belong to half a dozen or so. One good club as a social basis seems to be sufficient now, with others added occasionally according to the pursuits of

(*Continued on page* 100)

PARIS PREPARING *for* WAR

A Letter of Scenes and Intimate Accounts of Incidents of the First Days after the Declaration of War

Paris, August 4th

IN Paris there is martial law; imagine it. It is stupenduously exciting—and also disturbing. From the first day of mobilization, August first, we began to encounter difficulties. With the disappearance of the able-bodied men from the shops and from the underground and surface transportation vehicles, urban travel and the food supply were immediately reduced. There was no milk, no butter, few vegetables or eggs.

The big grocery shops were besieged by crowds so vast that the police intervened and permitted only a limited number of persons to enter at one time. Lines divided by ropes were formed like those on steamship wharfs, and customers stood waiting their turn. Even then, the customers who could enter could not buy unless they could offer the exact amount of money in payment; no change would be given. Besides this, owing to the scarcity of assistants, the shops are open only for a few hours each morning and afternoon.

Some shops are closed because every man from top to bottom of the establishment has gone to the front. M. Pierre Mortier, the young and talented director of *Gil Blas*, suspended his paper with a jaunty *à bientôt*, saying that he, all his contributors, and all the members of the business and printing staff had rejoined, or were about to rejoin, their corps.

This state of things began so suddenly that we were quite unprepared for it. Margaret, my granddaughter, and a *bonne* went out to do some shopping with nothing less than a hundred franc note in change. Soon they returned empty-handed with the report that it was impossible to have the bill changed at any shop or at any bank in the neighborhood. I sent them with a check to Morgan et Harjes and, arrived at the bank, Margaret found a long queue already in line, and no one able to secure either silver or gold. But when her turn came for presenting her check, her request for "even a little change; we cay buy nothing to eat," was so touchingly presented that fifty one franc pieces were given her. Never did money seem so precious as those bits of new, shining white silver. That was only three days ago, and already we have become accustomed to accepting without protest the meals Louise prepares for us. "It is what I can give Madame, not what she would wish," is the message I receive from her with each meal.

Poor Louise is calm and courageous but very sad. Her husband was among the first of the reservists to be called to service. He leaves for the front to-morrow yet, though thin and pale from the anxieties of the last few weeks, Louise is as faithful in performing her duties as before war was declared. She will leave

(*Continued on page* 78)

MISS JANET FISH

Miss Fish is a daughter of Mr. Hamilton Fish, and a favorite niece of Mrs. Stuyvesant Fish, whom she visited at "Crossways" during the Newport season

Photograph by Rochlitz Studios, N. Y.

THE SEAT OF THE SCORNFUL

THE hand-organ is, among other things, a fearsome and irritating noise. It affects the cultivated ear in much the same way that a lithographed calendar picture of a young lady with an unconscionable smile affects the trained eye of the artist; or as fried onions and sauerkraut (let us say) affect the exquisitely dainty taste. But let us not too eagerly plume ourselves upon being thus offended. Certainly there are very many people who enjoy these things; and if we suffer from them, then are we no less certainly, though at whatever gain to our sensibility and our self-love, the worse off by so much pleasure. Of course, the ready answer is that we substitute keener refinements of appreciation for what baser pleasure we delicately despise. But do we really so? Is the enjoyment of what we learn to call debased art in itself so base? And above all, must every one who gains the sense of greater art and subtler beauty miss necessarily the less? The seat of the scornful is at best hardly so comfortable as it is exalted; and a culture which involves multiplication of irritable pains is not too obviously worth cultivating.

THE Italian plays, and enjoys, the hand-organ as by national right. A glance at the upper balconies at the opera will suggest how far the Italian appreciates good music. Nowhere in the world is real artistic sense more deeply and widely spread throughout the entire population than in Italy. The children, also, who everywhere dance delighted around the squealing organ, what is it they enjoy? Rhythm and melody; and rhythm and melody are at the heart of all the greatest music ever made. It is the faults of the tawdry music to which they dance that are over their heads; its merits they appreciate as well as we. Your maid has probably upon her wall some flaring, cheap, religious print, all hovering cherubs and flaming hearts; but do not imagine that what she admires in it is the bad taste at which you smile. She misses that; but if you understand and care for early medieval art, you will realize that what she cares for is the pure color, the symbolic form, the spirit of traditional religion. She does not like it because it is like a colored supplement; she likes it because it is like Fra Angelico; and she has eyes to see that likeness. Few people really like bad art; nor anything else bad, for that matter. It is just as well, perhaps, to say that people who appear to like some bad thing always like what is good in it, and are callous to its faults; whereas we of more educated sense let imperfection blind us to its merits. People do not prefer inferiority; they prefer expressiveness even in work otherwise inferior. And, after all, what is art but expression?

NO one more readily becomes a Pharisee than the connoisseur, nor is any Pharisee more unfortunate than the pseudocultured exquisite in art. The wisely educated taste ought to increase, not merely to exchange, enjoyments. For every beauty seen, for every subtlety felt, so much is gained—if only the process of refinement has not spoiled the sense of the simpler, stronger, fundamental pleasures upon which all art depends. "Hamlet" is so profound a psychological study that we need be grateful to the gallery for reminding us that it is also a good, roaring melodrama. There is so much else in "The Ring" that one is wont to forget how full it is of merely lovely tunes. And the sheer rich humanity of an old Aphrodite or Athena eludes us in a labyrinth of studio technicalities. Perfectly to perceive the highest and the deepest art, we must have kept our natural, naive enjoyment of the blatant and obvious appeal—the vulgarities, if you will—of cheaper artistry for just what it is worth. No one who has no wish to dance around a hand-organ can hear the whole of Tschaïkovsky or Beethoven; by the measure of our contempt for Billiken we fall short of Raphael and Rodin; and whoever rests unthrilled by a dime novel will never know Shakespeare. Nor is this true only of artistic taste. In life as well, he can not utterly approve the wine who disapproves the onions and the beer

FROM HITHER AND YON, AMERICAN SPORTS-LOVERS MOBILIZED AT NEWPORT AND AT THE LONG ISLAND COLONIES BY THE SEA

Mrs. Jerome N. Bonaparte is an interested spectator at the numerous polo matches at the Point Judith Polo Club

Scores of onlookers motored to the Point Judith Polo Club and watched the hard-galloping Aiken Tigers win from Bryn Mawr in the final game for the Army and Navy cups

Photographs copyrighted by Underwood & Underwood

No casual observer was Mrs. John R. Fell, for her husband drove many a ball between the goal-posts to score for the Bryn Mawr team

Mrs. Victor C. Mather, leaving her car to view at closer range the struggle for supremacy between the Aiken Tigers and the Meadow Brook Magpies

Mrs. John W. Converse, of Philadelphia, whose husband, the dashing No. 1 of the Point Judith team, keeps his ponies continually on their toes

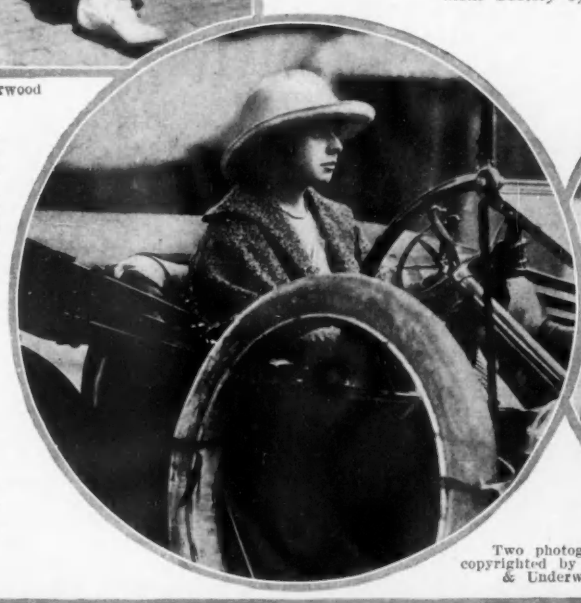
Copyright by Underwood & Underwood

Mrs. Vincent Astor leaving the Newport casino. While at Newport Mr. and Mrs. Astor lived aboard their yacht "Noma"

Mr. John Drew, Miss Hope Hamilton, and Mrs. Albert Gallatin at the fête given by the Ladies' Village Improvement Society of Easthampton

Copyright by The International News Service

At the Rhode Island Kennel Club Show Mrs. Herbert Harriman wore a smart corduroy coat of black and white brocade

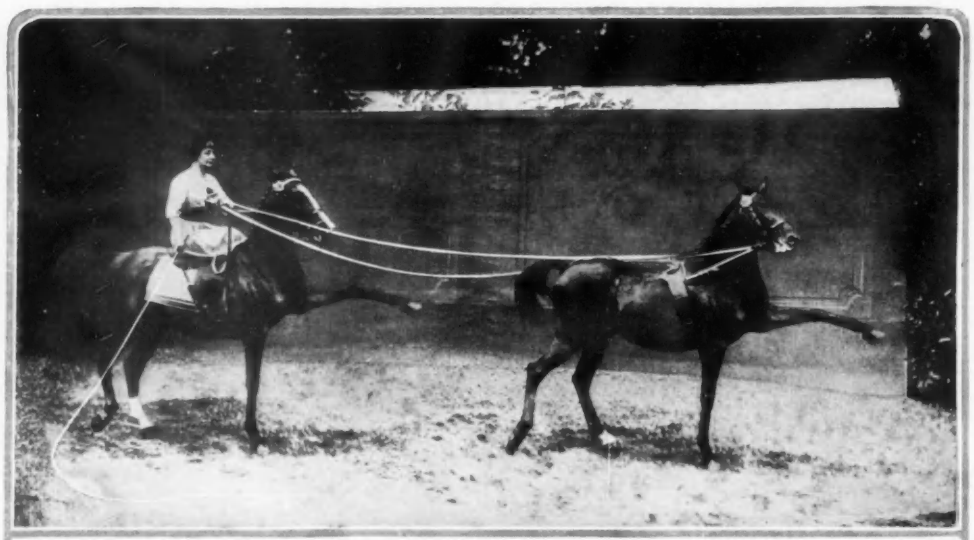


Miss Elizabeth S. Sands, who is counted one of the most skilful of the drivers of Newport

Two photographs copyrighted by Underwood & Underwood

Mr. Hermann Oelrichs, who is an adept at the wheel of a fast motor boat or of a high-powered motor-car

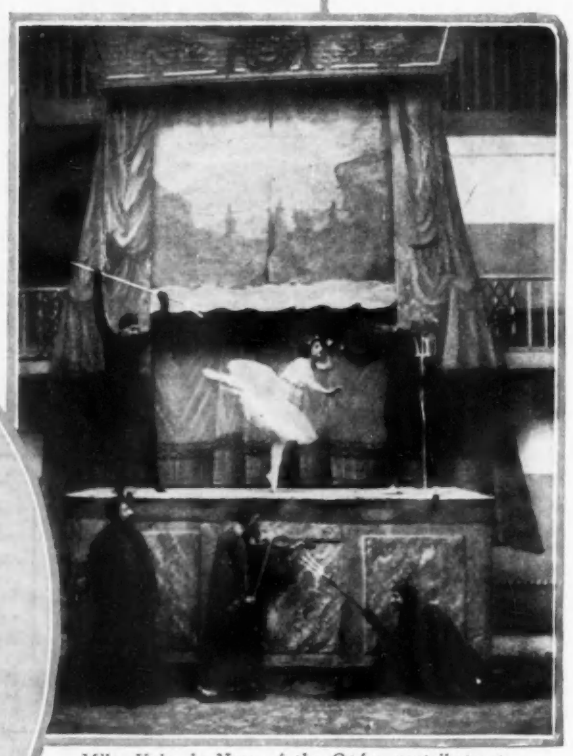
Mr. Frederick T. Frelinghuysen, whose fiancée, Miss Mai D. Watson, exhibited her saddle-horse, "Flirt," and Miss Maud A. Kennedy and her fiancé, Mr. Eric S. Winston, were members of an interesting box party at the Bay Shore Horse Show where Long Island foregathered from far and near



Mlle. Blanche Allarty drives a tandem trained to the difficult accomplishment of dancing the tango together in perfect time

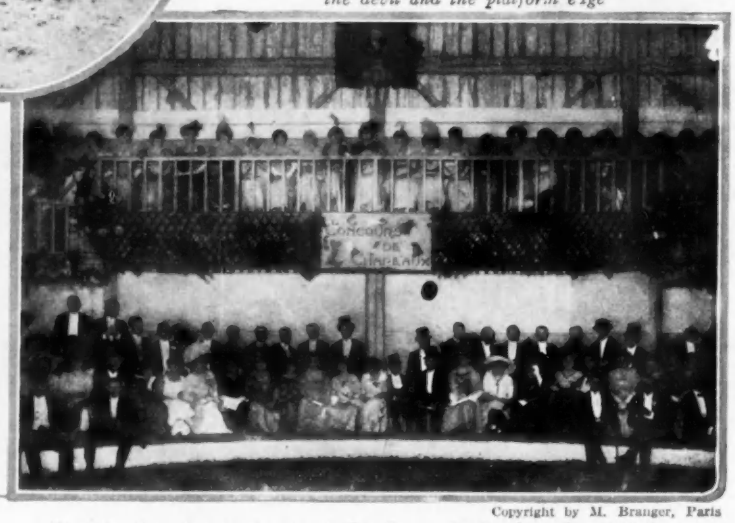
It is a coveted privilege to be a member of the Molier troupe, and M. Germat is but one of the many Beau Brummels of Paris society who forego their leisure for the arduous but salutary training of the schooling ring

For thirty-four years since he founded the Cirque Molier, M. Molier has been the head of that aristocratic institution. This photograph shows him mounted on his famous "Boston"



Mlle. Yola de Nyss of the Opéra contributes to the gaiety in a Molier pantomime, "Les Parisiennes aux Enfers," wherein she would seem to accomplish that acrobatic feat of choosing between the devil and the platform edge

"Standing Room Only" is the rule after the few seats and fewer makeshifts for seats have been filled; yet the prospect of standing through a Molier evening is evidently far less discouraging than the prospect of staying away



Copyright by M. Branger, Paris

After the three hundred seats of the Cirque Molier have been filled, an aristocratic scrambling takes place among the fair onlookers for seats on step-ladders, harness racks, or whatever else the red-coated ushers dole out

TITLED AMATEURS IN THE SAWDUST RING

Each June at the Cirque Molier, Smart Society Sits Proudly and Precariously on What It May to View the Clever Feats of the Clever Amateurs of Its Own Clever Circus

THE annual Horse Show in New York has produced two notable results in this country; it has encouraged equine sports, and it has provided a yearly diversion for society. But the horse show in Paris has accomplished more; it has originated still another permanent and fashionable institution for the gay French capital — the Cirque Molier. Each of the two institutions, the Concours Hippique and the Cirque Molier, has the horse for its idol, fashion leaders for its high priests, and smart Paris society for its devotees. The Cirque Molier, however, is an even smarter function than the Paris horse show; for while any one may gain admittance to the latter by buying a ticket, admission to the saw-dust ring entertainments of the Cirque Molier are solely by invitations which no bribery can purchase and which are distributed only to persons whose credentials are conceded as ultra-select.

A SMART CIRCUS FOR SMART SOCIETY

The Cirque Molier is unique in the modern world. It has been in existence thirty-four years, and each year has added to its vigor, its prestige, and its popularity. Furthermore, it accomplishes, in the guise of amusement, a useful purpose. Since the Cirque Molier is a circus, equestrianism is, of course, paramount, though other forms of prowess are exhibited in the ring. And as every performer is an amateur, and great rivalry prevails for the coveted privilege of being a member of the troupe, the circus encourages a persistence in exercises that produce accomplished horsemanship or effect feats of skill or strength. Thus equine adepts and many admirable specimens of physical manhood are mustered every year by the Cirque Molier from the classes sometimes contemptuously described as "the idle rich."

The circus takes its name from the gentleman who founded it and who has remained ever since its popular head and front. M. Molier is a horse enthusiast and was one of the first in Paris to adopt the rule now so surprisingly general in smart society, that of riding every morning, rain or shine, in the Bois de Boulogne. After a time, with a handful of other habitués of this daily exercise, he fell into the habit, upon the conclusion of each morning's ride, of proceeding to a riding academy quite near to the park, where a small tan-bark schooling ring afforded an opportunity for jumping contests and other equine feats.

Many of the riders displayed such proficiency in the arena that it was decided to give an invitation performance. This was duly done, and it proved such a success that the fashionable world clamored for a repetition. Thus it was that the Cirque Molier was launched during the height of the season of 1880, and was taken so gratefully to the hearts of Parisians that it has continued ever since as an annual affair.

THEN CAME THE DEARTH OF DAMES

At the outset, all the performers were of the sterner sex. For one thing, women whose social standing would have made them eligible candidates could not spare the time from their daily exactions as leaders of society to devote to the necessary rehearsals. They were also, perhaps, restrained by a sort of traditional conventionality that prevails in French society, and which is supposed to frown upon one of its members who makes herself unduly conspicuous on a semipublic occasion.

Mlle. Blanche Allarty, an equestrienne and horse trainer of unquestioned ability, is associated with M. Molier in the Cirque Molier. Her powerful thoroughbred "D'Artagnan" is said to perform the most remarkable "cabrement" ever executed with a rider

However, M. Molier and his associates hit upon the expedient of inviting certain well-known Paris actresses, on the strength of their being enthusiastic equestriennes, to lend their amateur talent to the young enterprise. This suggestion was heartily favored by the aristocratic world which had grown to look upon the Cirque Molier as its particular protégé; whereupon the ladies of the theatre mirthfully consented to undertake the new rôles.

From its beginning to the present day the Cirque Molier has remained faithful to the little riding-school ring in the rue Bénouville. The building itself has not changed since the first performance was given there, but all around it in that aristocratic quarter of the city have grown up palatial private residences. That he might ever have his cherished creation near him, M. Molier has built his private home adjoining the Cirque Molier, and his handsome house serves as a vestibule to the quaint hippodrome.

To call the place an amphitheatre would be the veriest irony, for instead of a vast semicircle of seats rising one above another, the accommodations are restricted to a few rows of benches and a narrow little balcony. This primitive home for such an important institution is explained, in part, by a deference to the notion of a few eminent leaders of fashion that a very small enclosure will provide place enough for all the persons who really constitute the exclusive society of Paris. A more practical reason, however, is probably found in the fact that one of the features of a Molier evening is the amusement provided by the aristocratic scrambling for places.

"Standing Room Only" is the rule after about three hundred persons have found seats; though a couple of hundred more are pushing their way into the auditorium. Forward then come the red-coated ushers, all gentlemen of prominence in the community, who carry step-ladders, packing-boxes, harness racks, and similar impromptu contrivances which are handed with great ceremony to the late-comers and deposited at coveted points of vantage.

WITHOUT RECOURSE TO GRUMBLING

It is understood that these valuable accessories are only for lady spectators, and the manner in which exquisitely attired women avail themselves of these singular substitutes for an orchestra chair imparts a mirthful prelude to the evening's entertainment and sounds a note of camaraderie between the audience and the gay amateurs in the ring. Indeed, without that opening wedge of gaiety and the resulting atmosphere of intimacy, the circus would lose half its charm, and the new spectator might speedily drift into the fancy that it was simply an ordinary circus, and thus forget that the powerfully muscled acrobat supporting a human pyramid on his shoulders is the son of a duke, and that in the upper layers of spangled showmen there are gentlemen whose names have been illustrious in France since the days of the Crusades.

When one sees a lithe-limbed trapezist swinging undizzied in the lofty air, his easy poise and utter confidence might well create the illusion that he comes of a race of circus people, and has been doing that sort of thing all his life; but this error is dispelled by the rapturous applause from the fair onlookers, and the frequent shouts of, "Bravo, Marquis! Bravo!" In approving the antics of the grimacing clown that pirouettes about the illuminated oval, one would take one's oath that he, at least, is a professional; but presently something in his voice seems familiar, and finally one recognizes him as the very distinguished, elderly gentleman who sat vis-à-vis at a dinner-party several days before—a descendant of one of the families of the Faubourg Saint Germain.

"TOUT CE QU'IL Y A DE LA PLUS DILETTANTE"

The Cirque Molier is thus an exemplar of the theory that what is worth doing at all is worth doing well. All these pains are taken, all this skill acquired, for one or two performances, or for three at the most, in the course of the whole year. These performances are given in June when the season is at its height. The Molier show is *tout ce qu'il y a de la plus dilettante*. It is amateur, strictly and aristocratically amateur, even to the stable grooms. The orchestra, too, that grinds out the usual samples of circus melody, is composed of gentlemen who are accustomed to pay the piper for cotillon music rather than to be the pipers themselves. Among the well-known men who are associated with M. Molier in making the famous circus what it is, M. R. Poujaol de Fréchencourt is secretary-general, the Marquis de Bourdeille is stage manager, M. Oliver Maignien de Mersuay is orchestra leader, the Count de Monchy is chief equerry, and the Count de Chamberet is chief electrician.

THE FRILLS *of* FASHION

To All the Dainty Things It Makes of Linen, Lace, and Ribbon, Paris Now Adds as Many More of Tortoise Shell

Boudoir caps as they lose in substance gain in fascination. Two bands of lace, a frill, a bow, and scarabs complete this one. Price, 39 francs

THE dainty creations of the Paris shops never lose their infinite variety nor their temptation, though sometimes it seems that a potent factor in the temptation to purchase them lies in the unfailing courtesy and desire to please manifested by those who serve us in the shops. Whether their earnings are increased in proportion to their sales or whether the Latin temperament lends itself more easily to the polite amenities of the shop, is not for us to fathom, but we are all forced to admit that a smiling face and an undisguised interest in our possible purchases are gratifying and even stimulating, and that many of us waste our substance in riotous shopping through the wiles of a gracious *vendeuse!*"

A few of the dainty boudoir accessories that have been displayed this summer are illustrated on this page. The charming matinée sketched at the left, below, is of dotted linen, with a yoke made of alternate rows of lace insertion and embroidery. The sleeves are almost an illusion, as only the outside part of the arm is covered. The side seams of the garment are left open to the waist, and a knot of rose ribbon holds them together with a charming negligence. Rosettes on the sleeves and at the neck trim this pretty model.

OF CRÊPE DE CHINE

Another exquisite negligee is shown at the middle of the page. Shell pink crêpe de Chine is the material used in it, and the wide accordion plaitings which are its only trimming are of the soft crêpe and are put on with a narrow upstanding heading.

The two boudoir caps illustrated in sketches at the top of the page are original and immensely becoming. The one at the left is made of bands of white lace insertion with a narrow frill of lace bordering the edges. A loose knot of white satin ribbon droops from the nape of the neck and tiny turquoise scarabs trim the bandeau over the brow. The rather wide frill of lace standing across the back of the head, adapts itself to almost any coiffure. The other little cap is made of embroidered net. Three ribbon filets hold it in place and a narrow fringe of pearls lies close against the neck from ear to ear.

A band of net and fringe of pearls in an effort not to hide the hair, slip so far down they must be held in place by bands of ribbon; 39 francs

The smart little blouse at the lower right of this page comes from a shop in the rue Royale and is a charming example of the black and white mode.

THE MODE IS BLACK AND WHITE

The vest is of black satin and the under blouse is of black chiffon over white. White tulle is folded surplice fashion across the bust and narrow revers of white chiffon overlaid with a double thickness of black chiffon extend slightly from under the waistcoat, breaking the line between the black waistcoat and the white tulle guimpe. The frills on the sleeves are bias and of a double layer of black chiffon. Black silk buttons are placed on the shoulders and at the waist-line in front. The whole result shows the hand of an artist.

(*Continued on page* 74)

Pink crêpe de Chine demands no trimming, but frills itself and ripples becomingly; 29 francs

At the left, a negligee of dotted linen and insertion lace is kept as insubstantial as possible and casually held together here and there by colored ribbon; 49 francs

Black chiffon over white and over that black satin, with the white doubled at the throat to be insistent, and the black, blacker in the double frills on the sleeves

THREE FRENCH WAYS OF ACCOMPLISHING THE FULL SKIRT

AND TWO FRENCH WAYS OF ACCOMPLISHING THE SCANT BODICE

Chartreuse satin of that exquisite, liquid green which receives its name from a liqueur distilled by some secret process by the monks of La Grande Chartreuse, fashions this youthful frock. The long tunic of écru lace, with the design threaded in gold, is weighted by one big bridesmaid rose, and the front of the bodice is of flesh colored tulle

"I am wearing your grandmother's party skirt," says this ruffly frock of soft, Callot blue taffeta, "but I dare say she would be surprised if she saw this little bodice I am wearing with it." A fold of tulle at the top of the bodice and a narrow girdle of rose colored velvet, fastened at the back under a La France rose, complete the frock

Not content with the amount of material which may be fulled in at the waist-line, a frock of wisteria taffeta and cream Chantilly lace splashes out at every available edge in ebullitions of crisp plaitings. The tight little lace bodice fits smoothly across the back and shoulders, but throws off restraint at the throat for a flaring collar

SMART FASHIONS *for* LIMITED INCOMES

Autumn Modes Bring Added Length in Coats, Added Width in Skirts, and an Occasional Foreshadowing of Higher Necks in Blouses

NOTWITHSTANDING the seriousness of the war in Europe, the French couturiers are still producing new fashions, and the American woman, though she may not this season wear quite so many gowns made in Paris as she has worn in other years, may yet fill the gap with gowns inspired in Paris.

Whether greater economy will be practised in America by the poor rich, or by the rich poor, remains to be seen, but, be that as it may, the street suit and its accompanying blouse are sure of a place in the wardrobe of each. Moreover, as suits are the first as well as the most unescapable necessity of the wardrobe, they are already in the shops and the winter styles in them may now be foretold with fair certainty.

LAST LOVE OF SUMMER, FIRST OF AUTUMN

This year, as often happens, the last mode of the old season will be the first mode in the new, for the long coats which, contrariwise, Paris donned for summer, have developed into very smart, fur-trimmed, winter garments. But the long coat, although most attractive for those who are tall enough to wear it, is not the only contestant for favor, for the half-length model is here also, and has two strong points in its favor, as it is more generally becoming and gives a newer silhouette. The very short coats of the spring have given away before the combined forces of the extremely long coats which reach nearly to the bottom of the skirt, as in the model on the left of the two figures in the middle of the page, and coats of nearly knee-length, such as that sketched on the right.

The very long coat, however, has the advantage in the fact that it may be worn either as a separate coat or as part of a suit. Thus in the model at the left of the two-figure group, the coat of satin-finished, black cloth, trimmed with dyed raccoon, is complete in itself, and would be very serviceable. Dyed raccoon, by the way, is a good-looking, inexpensive, and very durable fur and would be very effective with the metallic gray known as "sphynx," which is one of the new shades of the season. Coats of brown or green may be trimmed with a brown fur or with fitch. A new brown fur is kolinsky, a Russian fur dyed to resemble sable, which it approaches both in color and in surface. The skirt worn with the long coat illustrated is plain and straight, with enough width at the bottom to insure comfort and freedom in walking.

A NATURAL CONSEQUENCE OF THE TUNIC

For the suit shown at the right of the middle, a dull-finished, *tête de nègre* cloth called "suède-skin" would be a good selection. This material, which is one of many similar fabrics offered this season, has, as its name implies, the softness and dullness of suède. A trace of the recently popular Eton cut is shown in the point at the side of the coat; and in the front the point is repeated. The skirt of the coat is applied under this Eton section, and is cut in one piece with the panel section in the back. Brown velvet or kolinsky may be the trimming for the collar and cuffs. The straight skirt has a cascade of the material in the back, and this adds to the width. Just as we have learned to walk in narrow skirts without the distressing awkwardness so noticeable two years ago, the skirts have suddenly become full, for the short tunic of last season has grown longer, carrying the flare down until the tight skirt has become engulfed, and, no longer useful, has almost vanished, leaving only the long flared skirt.

A RETURN OF THE HIGH-NECKED BLOUSE

Among the blouses, some of the new autumn and winter models are showing a higher neck. Not infrequently, as in

Satin-finished black cloth and dyed raccoon combine in a long coat which wins by double usefulness, as it may serve as either a separate coat or the coat of a complete suit. Competing for favor with the very long coat, is the coat between knee- and hip-length, which here retains a reminiscence of the Eton front, but adds a widely flaring skirt piece

Alternate rows of tucks and hemstitching give to a morning blouse in batiste or taffeta, a smartly tailored air which yet avoids any suspicion of severity

Not yet will woman resign herself to the readoption of the collar, but many blouses attempt an entering wedge in a collar which may be left unfastened

Note.—*To make this department of greater value to the woman of restricted means, Vogue will cut to order, in the sizes of 34 to 40 inches bust only, patterns in this department at $1 for the skirt or bodice, $1.50 for a three-quarter-length coat, and $2 for a gown*

the blouses sketched at the bottom of page 50, there are buttons and buttonholes which may be fastened to form a high, turnover collar or may be left open to give the effect of a low, rolling collar. In either case, collars are higher at the back of the neck than they were last spring. In the waist sketched at the bottom of page 50, in the lower left corner, alternate rows of hemstitching and tucks give a smart tailor-made effect, which is not too severe. The sleeves are plain and long, finished with a cuff which is tucked and hemstitched to match the front of the waist. This model in either batiste or white taffeta is excellent for morning wear.

A practical, dark colored waist to be worn with a suit is illustrated in the lower right-hand corner of this page, and is quite startling in its plainness. It is made with a really high collar, and is worn with a white turnover collar, and the plain front is relieved only by two tucks which give a panel effect. The very severity of this waist gives it cachet, and it is a striking change after the soft, open neck models of the past few seasons.

COLLARS AND NOT COLLARS

A model which is equally good for light or for dark material is shown at the lower right corner of page 50. It is cut with set-in sleeves and a shallow shoulder yoke, both of which are finished with a cording. In this model, the waist may be buttoned to the throat or allowed to open as shallow revers with an inner collar of a contrasting material standing about the throat. With a blouse of white taffeta, satin, or crêpe meteor, the collar might be of faille, and it would be very smart to make the waist of faille, with a collar of the new *crêpe Suzanne*, or *crêpe français*.

Solid colors in materials for tailored waists are less in favor than in recent seasons, though white and dark blue hold their own. Figured materials with large, conventional designs may find popularity for more elaborate waists, but their fate is as yet unsettled.

For the afternoon waist, few models attain distinction with such simple means as this dainty surplice blouse in soft crêpe or chiffon, with collar and cuffs of contrasting material

Velvet and silk, fashioned into a waist of diminished looseness and a skirt which combines two tendencies of the mode by being full and in sections, meet the needs of afternoon

Demure simplicity can go no farther than in this trim little dark colored blouse which, for all its unassuming air, has dared a high, tight collar

A dainty waist for afternoon wear is illustrated at the top of this page. Developed in white satin, with the collar, revers, and cuffs of black velvet, this waist would be smart and most becoming. It is also suited to Georgette crêpe or to chiffon in two tones. Blue over white or blue over cerise makes a charming combination with a blue skirt, while green over yellow is good with a green skirt and brown over yellow with a brown one. The revers should harmonize.

KEYING UP THE COLOR SCALE

IN nothing has the conservative taste of the English been so utterly changed as in the use of color. Time was when flamboyant effects were considered vulgar, but now the more bizarre the combination, the more credit it reflects upon its originator. Purple, which was once considered the emblem of age and sorrow, is now confidently combined with every imaginable shade of red and yellow. As for orange, it no longer remains a glaring and daring splash of recklessness, but, combined wth sapphire blue and black, has become a very popular color scheme and one beloved of the florist.

Hyde Park, which reflects the taste of the moment, has fairly outdone futurism in its brave display of daring color, and beds of flowers which combine the most wildly varying colors are daily surrounded by fascinated yet gasping spectators. Harmony has given place to crudity, and when the effect is sufficiently new to be startling, success is sure to crown the efforts of the gardener.

NEUTRAL IS TABOO

Now that black Wedgwood china is again the rage, only the strongest colored flowers are found suitable for the drawing-room. A tea-table with its service of black Wedgwood cups and saucers is enlivened by a bunch of red, brown, and yellow tulips, while a huge black bowl on the sideboard is filled with purple, lilac, and yellow azaleas.

Nothing neutral can be endured. Speed, noise, color—these are the passwords of to-day. To be colorless is to be unknown. It matters not whether you are a human being or a flower; if you are to be seen and heard you must key yourself up to the excessive expression of your personality.

A smart woman stepped from an orange colored motor in Bond Street recently. She was clad in brilliant green, and a footman in purple livery opened the door. An orange colored chow dog peered from the waiting car, and seemed quite indifferent to the curious regard of the more conservative shopping contingent.

In an age when nothing surprises, it is interesting to watch this sudden expansion of the color scale. Where will it lead? Shall we be permanently blinded by the force of color vibrations, or will the pendulum swing back and deposit us among the delicate pastel colors so dear to the hearts of a former generation?

A FUTURIST BOMBSHELL

Signor Marinetti, the Italian futurist bombshell, says that London is the most futuristic city in Europe, but that it is not yet "completely" futuristic. He even asserts that the traffic is too slow, and that there is not half enough noise. According to him, life should be filled with exploding bombs and the crashing of ideals.

This, of course, may be progress, but it is a progress that repels, even if it interests the curious. The Russians are sincere in the love of pure color, and the expression of their temperament can be found in their art, howeven crude; but whether western Europe is prepared to retrace its footsteps to the primitive is a question which only time can solve.

The Parisienne, who wears a high, satin, Lewis turban, made still higher by two aspiring paradise plumes, consistently follows the inconsistent mode in her choice of transparent sleeves and fur neck-piece

Merely a brim of fluted black tulle, and a hedge of white-tipped black aigrets which half conceal the hair; for the ever-capricious Parisienne persists in wearing an occasional hat without a sign of a crown

Heeding the dictate that small hats must be high, Reboux builds above the soft crown of a corbeau blue velvet turban a monument of blue "coq" feathers so high that it must surely reach the summit of the mode

Ingeniously devising a novel treatment for ostrich feathers, Maria Guy splits a long plume and stitches the stem down so the barbs lie flat upon the flat, broad brim of a hat of shadowy, "tête de nègre" velvet

The merest apology for a hat, but a most acceptable apology, nevertheless, is offered by a brim of black silk from which black aigrets curl softly over the hair, and one single, slender feather rises questioningly

Monkey fur and black taffeta were selected by Evelyne Varon for a set consisting of turban, scarf, and muff sketched at the lower left. The fur outlines the toque, and edges the scarf and the big bow which accomplishes the newest feat of making a muff look different at each end

A cape of Russian green "teberrine," very short in front, descending to a long point in back, and collared with beaver fastened with a silver rose, is shown at the upper left. Within is worn a toque of the same material and color topped with a silver rose and beaver crown

From the dull, mellow red of ripe beets was named the rich toned velvet, known as "betterave," which Georgette uses for a fetching small turban. The irreplaceable paradise supplies the proper chic which is the sine qua non of the Parisienne's headgear. Hats from Gerhardt & Co.

Further proof that "like cape, like hat" is to be the rule of the mode is found in this sailor of "tête de nègre" taffeta, which scallops its brim to accord with the edge of the double taffeta cape, puts a similar band of raccoon about the crown, and even repeats the flowers

A model high in favor is this flat hat from Georgette, which consists of a malines brim, faced with ostrich feathers which radiate from the head-band to the edge. The muff is of black panne velvet shirred in a ruche at one end and finished with a band of ermine at the other

FULNESS, HAVING AT LAST BEEN GRANTED AN INCH, BEGINS TO TAKE AN ELL, THOUGH IT HAS MADE AS YET NO INROADS INTO THE SLEEVES

To comply with the present demand of fashion for much fulness somewhere, and yet insure a certain length of line, an autumn suit accomplishes a straight panel in the back from collar to hem, on each side of which both skirt and coat fall in satisfying ripples. The flaring, velvet collar and cuffs are in the new "mysterious" green shade to match the color of the suit of satin-finished, faintly striped zibeline

Circular, but only in the slightest degree, is the skirt of this suit of "drap de nymphe," a satin-finished material, here in the shade of corbeau blue. The coat, though it fits snugly above the waist-line, has a skirt section full and flaring; tight sleeves are set into slightly enlarged armholes, and the collar flares fan-wise across the shoulders. Each side of the coat is trimmed with braid to match the color of the suit

From the front, the top of this garment looks like a closely fastened Eton jacket, and from the back, the whole of it looks like a frock; in reality, it is a top-coat, known of old as a loose, from-shoulders-to-knees affair but choosing to appear this season as two tunics joined to a rather loose jacket. The collar is of "tête de nègre" velvet to match the shade of the coat of beige-striped Chéruit velours

Evelyne Varon models of kolinsky—the dark brown fur of the Siberian mink, a fur with almost the beauty of sable—are a small, pointed toque, a stole with slender, pointed ends, and a long, bolster muff, all of which the designer trims with small, oval ornaments of gold tinsel

Even the familiar sailor, developed in black panne velvet and banded with a black and white grosgrain ribbon, becomes distinctive when Madeleine circles the brim with a fringe of monkey fur and gives the crown a soft, diamond-shaped top. Models from J. M. Gidding & Co.

Basque dresses must now share their laurels with the more recently imported surplice gowns, such as this one of black satin in which the bodice is wrapped softly about the figure and drawn far down over the hips. The skirt is in the familiar, narrow model almost concealed by a long, loosely plaited tunic. The black satin, soft-crowned, Odette sailor sketched with the gown spells chic in the clever posing of its single quill

Broad of brim and flat of crown is a black panne velvet sailor for which Georgette devises a unique ornament of ostrich pompons with two long antennæ of burnt ostrich feathers towering above

The picturesque hat of a cavalier surely served as the model for an Evelyne Varon afternoon hat of sphinx velvet with a wide, rolling brim over which curl two ostrich plumes, mottled gray and white

SEEN *in the* SHOPS

For Fall and Winter, Plaits Have Appeared in the Skirts, the Tunic Has Taken on New Guises, Coats Are Long, and Blouses Have the Sleeves Set In

ONE of the prettiest of the early importations of fall and winter suits is the Bernard model illustrated at the left of this page, the original of which was sketched in the September 1 Vogue. A Fifth Avenue shop is showing this copy that is faithful to the original in everything except that the material is an excellent quality of broadcloth in midnight blue or *tête de nègre*, instead of *velours de laine*, and that the patch pockets are omitted. This is an improvement since the pockets limited the suit to informal wear. The collar is of fitch fur and the revers are of velvet in the same shade as the broadcloth.

The skirt is very new with its pretty box-plaits and the unusually attractive simulated belt. The coat repeats the plait and belt effect of the skirt, and is one of those youthful models which are so much in demand. The suit is being shown for girls and young women, but it can be ordered in larger sizes and in other colors without increasing the cost.

The hat worn with this suit is an odd moire sailor which may be had in black or colors, for $7.95. It has an unusual, slashed brim, which is faced with velvet to match the moire and is trimmed with two black birds.

THE TUNIC IN PRESENT GUISE

The fact that the tunic is still with us though in new guises is aptly illustrated by the becoming broadcloth dress which is second in the row of drawings on this page. It is very well designed to give length of line and the effect of slenderness. The pretty jacket effect of the waist, the soft collar and cuffs of white satin, make an excellent dress to wear with furs in the late autumn. It is made in brown and in black and may be ordered in other shades at the same price.

The dark brown velvet turban sketched with this dress has an attractive bow of brown moire ribbon of the same shade as its sole trimming. It comes in black and all colors at the moderate price of $5.95, and makes an excellent hat to wear shopping, or even for more informal wear.

At the right of this dress is shown a second suit with one of the new, long coats. The material of the suit is broadcloth in black or dark colors, prettily trimmed with braid, and black velvet is used for the collar and cuffs. There is an attractive flare in the skirt of the coat, and the skirt itself is very simple, with braid trimming and broadcloth buttons such as appear on the coat. A suit of this type is admirable for a full figure, for even the belt is placed low enough so that it contributes to the general effect of long lines.

The black velvet turban shown with the suit is also designed to give height. The brim has a most becoming outline, and the high white wings perched on top of the black satin crown are very smart. The price is $8.95.

LONG STRAIGHT LINES

For afternoon wear the soft satin frock at the right of this page has many points in its favor. The straight line from the shoulder to the bottom of the tunic, which is a feature of so many autumn models, the transparent, set-in sleeves of chiffon the same color as the satin, and the soft sash giving the very long-waisted effect of this season, are all notable. Chiffon forms the chemisette, which is finished at the inner edge by soft white net. The sash, the armholes, the collar, and the edges of the tunic are embroidered by hand in a combination of fine braid work and silk, both matching the satin in color. Some of the shades in which the dress is shown, such as a queer mustard green, are quite unusual, and in black the model is very effective and smart, as black will be much worn this winter.

The plaited coat emphasizes the new, plaited skirt of this Bernard model; $45. The silk and velvet sailor has a brim oddly slashed; $7.95

The unusual tunic carries out the coat effect of this broadcloth dress and creates the desirable long lines of the season; $24.50. Hat, $5.95

A flaring coat, a low hung belt, and collar and cuffs of velvet vary just sufficiently a smart and universally becoming simplicity; $30. Hat, $8.95

From the flare of the collar to the flare of the tunic this satin frock with embroidered edges hangs in the new straight line of autumn; $29.50. Hat, $23

Ornamental enough to be only that, a malines cape affords besides just that welcome bit of protection on a cool day; $4.95

The straight, rather wide-brimmed sailor sketched with it is of brown velvet and has three pairs of wings with feelers around the crown, and may be bought for $23.

THE USEFUL ONE-PIECE DRESS

The one-piece dresses which are patterned after simple blouses and separate skirts, as is the one shown at the left of this page, often have an unusual amount of style. In this model the blue serge waist with its black satin sleeves and chemisette, the yoke effect, and touch of white satin on the collar is most unpretentious, but very becoming. Such details as the straps which hang from the yoke in back and the odd sash in the front of the skirt are pretty touches that lift the gown out of the commonplace.

Another variation of the slashed brim is shown in the black velvet sailor in the same sketch. The trimming is of the very popular metallic ribbon—in this case in silver effect. The price is $6.95.

Quite a new and pretty black malines cape is sketched at the upper left of this page. It has ends and bows of black satin ribbon and is airy, inconsequent, and becoming as can be.

BLOUSES FOR THE AUTUMN

The dark blue chiffon blouse at the left of the row at the top of the page, has edges bound in braid, the sleeves and under portion lined with white chiffon, and the collar and cuffs made of white *crêpe français*, embroidered with braid and silk in dark blue. The waist may be had also in black over white chiffon, or in all white; the collar is embroidered in black in both cases.

The black velvet sailor worn with this blouse is priced $5.95. It is faced with black satin, and has a smart feather pompon for its trimming.

In the middle is a white crêpe de Chine blouse that is very charming, with fine lines of hemstitching separating the plaited from the plain portion. Crochet buttons fasten the blouse at the front. This model may be had in colors, as well as in white.

The silk and velvet sailor in the same sketch bears a matching fantasy. It may be had in black or colors for $5.95.

The Georgette crêpe blouse at the extreme right shows touches of white faille silk at collar, cuffs, and the half-belt. The plaited back with its tiny peplum is unusually pretty. The waist comes in all white, flesh color, or black over white. The lining is chiffon.

Note.—Addresses of the shops will be furnished on request, or the Shopping Department of Vogue will buy for you without extra charge

Embroidered collars and cuffs, and braid bound edges make a dainty chiffon blouse quite substantial; $6.50. *Hat,* $5.95

Crêpe de Chine, frilled and plain and plaited, and combined with hemstitching, forms a blouse; $6. *Hat,* $5.95

Various odd details—including a peplum—lend novelty to a blouse of Georgette crêpe with faille silk collar; $7.50

The straps at the back of the waist and the front of the skirt are among the features that make this blue serge frock unusual; $35. *Hat,* $6.95

THE GOWN *and the* WOMAN

AMERICAN women, daughters of men who have made a science of business organization founded on conservation of time and perfect order, disdain disorder of any kind in their homes or personal appearance. This is indeed an excellent thing, so long as they are not content with mere order which is apt to lead to an inexpressive similarity, but go further, and, like Frenchwomen, build up upon order and daintiness, individuality and art in dress. A desire for these things animates the heart of the most obscure French needlewoman in her attic; it is part of the national consciousness.

To Frenchwomen the art of dress demands the most intimate friendship with one's mirror, a full-length mirror —and not one but many, so that the figure is presented from every angle of view. It is a careful study that must be conducted in privacy and quiet, not while engaging a guest in conversation, which is the time that many women devote to it.

SURROUNDED BY MIRRORS

Mirrors are numerous in every French house; they line many of the walls, creating in small rooms distant perspectives and offering opportunities to study the effect of clothes and the lines of the figure. Nor do these mirrors develop self-consciousness, as might be imagined; rather, they eliminate it since they provide self-knowledge, with which comes self-control, assurance, and independence. In the assurance that a costume is as becoming as possible, that all the accessories of dress are fresh and dainty, that there is, in fact, perfection in every detail, the world can be faced with equanimity. An artist's rule is to attend before the mirror first to the details, then to stand at a distance, far enough away so that the detail is blurred while the figure stands forth in silhouette.

It is this lack of studied perfection, due to ignorance or indifference as to results, which surprises many discerning foreigners when considering the American woman. Poiret insists that it is a national fault, and that it arises from lack of thought and self-study; that the imitative faculties have been developed at the expense of the creative ones. When one woman appears well in a gown built expressly for her, it is at once seized upon and popularized regardless of its fitness for others, and repeated and repeated until it reaches the sweatshops and the slums. As a consequence, all American women look more or less alike.

THE MARK OF THE MODISTE

All this is partially true. The average American woman, when she buys a gown, accepts it just as it comes from her modiste. She adds nothing to it, though it bears all over the mark of the modiste. Not so the Frenchwoman, or the Russian, who makes her dress show her an individual, more than other women do. Her gown, even if it bear the mark of a celebrated couturier, will yet suggest its indefinable fitness for her, offer a suggestion of herself. Indeed, her apparel is, to a woman of these nations, merely an opportunity for the exercise of her art of self-expression. Her gown is never the chief object in the eyes of the beholder, but, so to speak, a revelation of the mood in which it is worn, for it has been carefully thought out not only as a gown, but as a gown for a special person. Her hat, her hair, her shoes, her gloves, the fragile daintiness of her bodice and neck trimmings, all are not separate parts of her apparel to the Frenchwoman, but part of the picture made to describe her.

If American women have been backward in this display of individuality through dress, it is in part because they have lived under the restrictions of puritanism. Some still half suspect that it is wicked to spend time or money or thought upon clothes, or even to consider them a part of the business of life, which they most certainly are.

The Fairyland shop, which designs a little girl's black and white checked taffeta frock in a style of American simplicity, adds the distinctly Parisian touch of a broad belt of braid embroidered in front to give the effect of checks

A bonnet-like hat of shirred blue taffeta with a flyaway bow in the back makes a pretty frame for a childish face

Delicately faced with pink crêpe is the brim of a black velvet hat which supports at the side three small pink apples

Half-belted but wholly charming is a blue and white shepherd's plaid suit in which the blue is emphasized by the banding and the belt of blue silk. The blue silk sailor which completes the costume is banded with white silk

The straight up and down lines essential to youth are preserved in a high-belted frock of handkerchief linen

The very small boy may affect ball buttons and tabs which, like the collar and cuffs, contrast in color with the suit

TO THE STRAIGHT-HUNG FROCKS OF YOUTH, THE BELT—WIDE, NARROW, HIGH, OR HALF OMITTED—GIVES VARIATION

Patterns for the designs illustrated on this page, in stock sizes for 2, 4, 6, 8, 10, and 12 years, are $1 each. Order from The Vogue Pattern Service, 443 Fourth Avenue, cor. 30th Street, New York City

THE WAIST TURNS TAILORED AND FASTENS ITSELF UP TO THE NECK AND DOWN TO THE WRISTS

A reversion to the type of shirt worn before frills and furbelows had their way with it, is this model of white crêpe meteor which trims itself with cordings of itself and boasts a high collar turned down over a band of black moire. Models are from Best & Co.

Charmingly pretty is a blouse of brocaded crêpe in Chinese colorings or gold on green, with turnover collar and vest of white "crêpe français" (similar to Georgette crêpe but thinner), and girdle and trimming of midnight blue charmeuse and covered buttons

Snugly set-in sleeves and, like waists of yore, a shallow little shoulder yoke, has this blouse of lemon yellow Georgette crêpe. In spite of the V-shaped neck, a high collar of white "crêpe français" has a place. The conventional embroidery, which emphasizes the yoke and trims the front, is done in gray silk

Fastened up to the neck and down to the wrists is a tailored waist of white crêpe meteor with the raglan sleeves set in with "entredeux"; the back is slightly full like the front. The buttons, in an uncompromising row down the front, are of the material

A deep surplice effect is attained by a bodice of gray blue satin with sleeves and surplice sash of blue chiffon. The rippling frills at throat and wrists are of white "crêpe français" bound at the edges with blue chiffon. Blue enamel ornaments dangle over the sash

THE SEPARATE COAT HAS GONE TO GREAT LENGTHS TO PROVE THAT THE NEW SILHOUETTE FLARES GENEROUSLY AT THE BOTTOM

Golden marten, a new fur which will be very good this season, and corbeau blue "teberrine" fashion a three-quarter-length coat that is assuredly warm, and is assuredly in good style, for it is cut with a skirt that flares. Sleeves and side are in one; and down the front, jet buttons close the garment

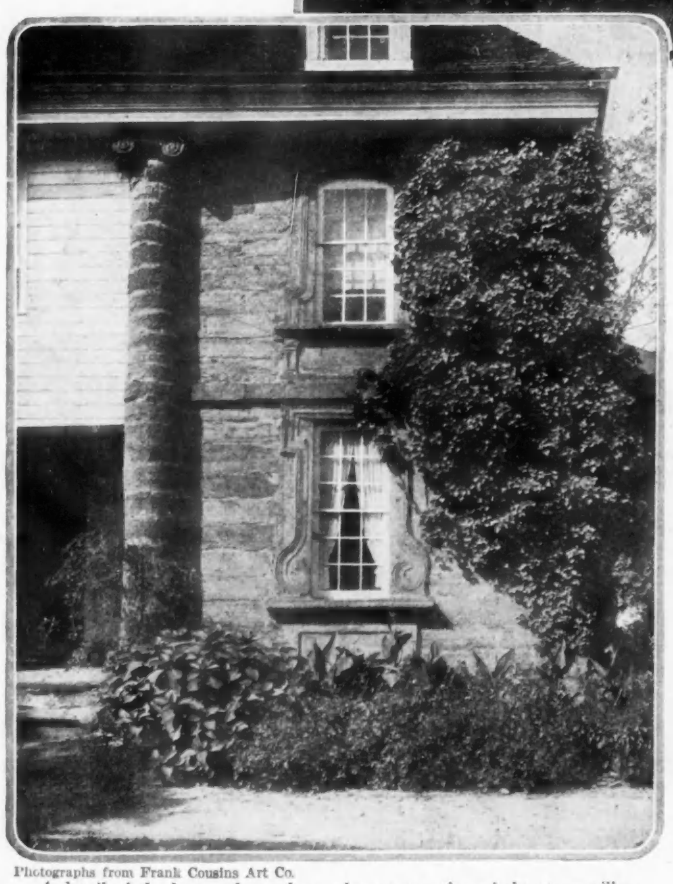
Very good for wear over a suit is this motor coat with a cape effect that ensures extra warmth. It comes in "tête de nègre," green, or black chinchilla cloth, a new goods that resembles the old chinchilla but is much softer, lighter in weight, and less curly on the surface

Sleeve and broad belt in one piece, a loose rolling collar that buttons high, and a flaring skirt—these features give distinction to a seven-eighth-length coat of black wool velours; and the large flat buttons, from the neck to the end of the belt and on the deep cuffs, are their own excuse for being

OLD-TIME GUARDIANS *of* COLONIAL ENTRANCES

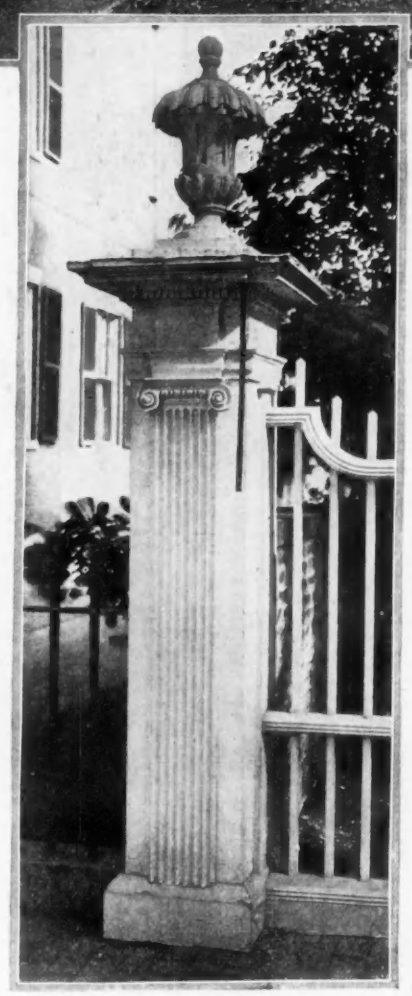
The colonial gate-post was frequently capped with the classic urn familiar in the work of the Adam brothers, and was hand-carved from a single block of pine wood

A man who succeeded in establishing the work of his hands with some measure of permanence, was John Bartram, the first American botanist, who about 1731 built at Philadelphia this picturesque house with its splendid stone pillars on the porch



Photographs from Frank Cousins Art Co.

A detail of the house above shows the construction of the stone pillars, the massive blocks of the walls, and the detail of the window frames. Hewn from the rough material and carved all by hand, they illustrate the charm attained by this painstaking and laborious method, a charm of which the mechanical correctness of machine work knows nothing



The pilaster, a favorite motif in the work of Samuel McIntyre, the famous colonial wood carver, ornaments the McIntyre terminal post of the fence in front of a delightful Salem house built in 1799. A carved urn finishes the well-proportioned square post

Alexandra Carlisle, who starred last year in "The Marriage Game," will play the principal part in Mr. Charles Klein's latest play, "The Money Makers," which will open in New York the latter part of this month

"Under Cover," the sensationally successful drama by Mr. Roi Cooper Megrue, which began its run in Boston as a ten-day stop-gap, is now at the Cort Theatre with Lily Cahill and William Courtenay

The leading woman of Mr. Arnold Bennett's "The Great Adventure," Janet Beecher, will open in October in a Hammerstein production, "The Trap," a play by Mr. Jules Eckert Goodman

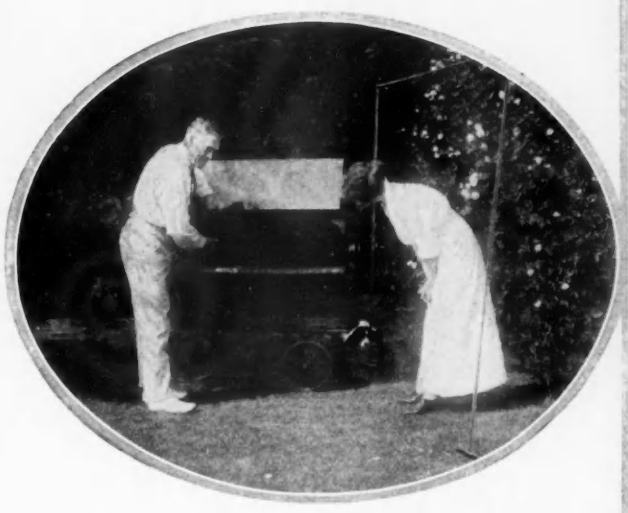
ACTRESSES WHO INCARNATE THE CHARACTERS WHICH DOMINATE SOME OF THE NEW PLAYS OF THE NEW YORK WINTER

Jobyna Howland, who is now playing in "The Third Party," at the Shubert Theatre, and her brother, Olin Howland, at the Grand Prix, Paris, just before Miss Howland sailed for America

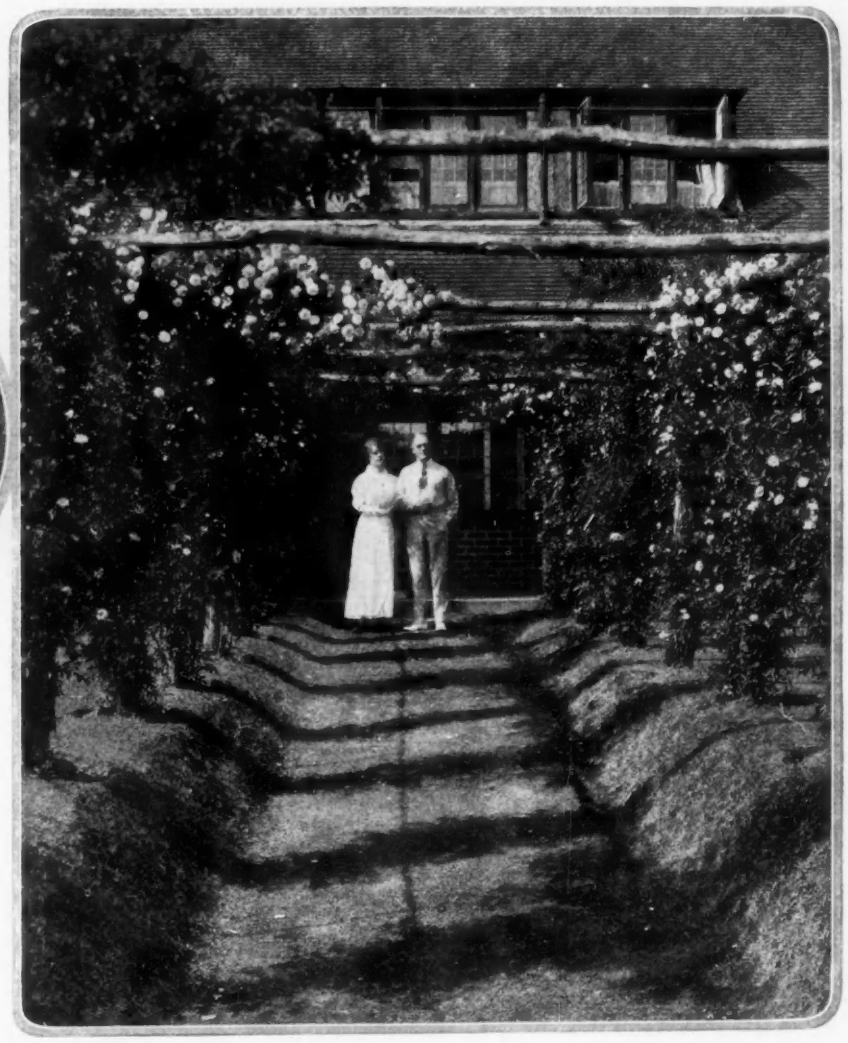
Gathering flowers while she might (at Pine Lake, Wisconsin) was Frances Starr, who will begin the season in her success of last year "The Secret," but will appear during the winter in a new play by Mr. Edward Knoblauch

THE ENGLISH HOME WHERE

"GRUMPY" RENEWS HIS YOUTH



Mr. Maude demonstrates to an attentive audience composed of his younger daughter, Pamela, and the dog, the merits of a little wagon designed to take breakfast across the lawn to the summer-house



Pamela, who accompanies her father on a morning walk beneath a rose-covered pergola, will next winter accompany him to America, where she will doubtless repeat her sister's success of last season

At a delightful, half-timbered house of brick and plaster, set in a garden of roses, at Bexhill-on-Sea, England, Cyril Maude rests from his theatrical labors and prepares for future American successes

TWO CORNERS OF MRS. OLIVER H. P. BELMONT'S LONG ISLAND COUNTRY ESTATE, DESIGNED BY MR. JOHN RUSSELL POPE

This sturdy garden-seat, the play of light and shade upon the grass, the inscription "After labor, rest,"—all these invite ease and court leisure, and the birds nest in the manor-house in miniature. The same general design characterizes this garden-seat and the drinking fountain below

Even a drinking fountain for horses is an integral part of landscape architecture for a country estate. This one, simple and in keeping with its purpose and surroundings, is topped by a weather-vane in which the delicate silhouette of spirited figures shows a mastery of design

THE VOGUE PATTERN SERVICE

THE winter suit need no longer be one of the most expensive garments in the wardrobe since fashion does not now demand that a woman's suit shall be mannishly tailored. Women's tailored suits are now finished without stiffening of any kind and, for this reason, may be made at home, with the aid of a Vogue pattern, just as successfully as they may be made by a tailor. In the cut of the suit lies its smartness, and this is assured when a good pattern is used. Such models as are shown on this page will stand close comparison with imported suits, if made and finished carefully according to directions given. Each seam in the patterns has been carefully perforated by hand, and full and explicit directions are given for the making of each part of the garments.

The patterns illustrated on this page cost 50 cents each for coat or skirt, except Nos. 2728/18 and 2729/18, which cost $1 each. Sizes 34 to 40 inch bust measure, 24 to 30 inch waist measure, and 35 to 41 inch hip measure. Order from The Vogue Pattern Service, 443 Fourth Avenue, cor. 30th St., New York City

Nos. 2720/18-2721/18
This costume may be made of sphinx velours gabardine with a silver-buttoned, velvet waistcoat

Nos. 2730/18-2731/18
A long flaring coat here tops a circular skirt which also smartly flares

Nos. 2732/18-2733/18
A version of the coat-dress which frankly sponsors the new silhouette

Nos. 2658/18-2659/18
Here fashion has its due in the flaring coat, and novelty is given by the belting of both skirt and coat

Nos. 2660/18-2661/18
A suit that will be becoming to the average figure and is as practical as it is smart

No. 2728/18
An extra cloth or velvet top-coat such as this is a valuable addition to the wardrobe

No. 2729/18
A coat for service and warmth with an originally cut top to give it a touch of novelty

Nos. 2656/18-2657/18
With the plain coat-blouse of serge, the sleeves and skirt of this model might be of satin

AFTERNOON FROCKS AFTER *the* NEW MODES

SUCH pattern designs as these, which are of the moment, enable the woman of limited income to include in her wardrobe frocks which otherwise she might feel to be extravagant. These designs are of especial interest as they show the different tendencies of the new fashions in models which have the simple good taste that is demanded by the chic American woman. Nos. 2681-18-2682/18 illustrate one of the new coat-dresses which are so smart for wear during crisp autumn weather. This model made of blue gabardine with the vest, hip yoke, and lowest flounce of black satin is most serviceable. Another practical model is Nos. 2664/18-2665/18. This is exceedingly effective in gabardine combined with black taffeta or satin, and trimmed with black silk braid. The collar and cuffs may be of *crêpe français*, a crêpe similar to Georgette crêpe, but even sheerer.

Nos. 2617/18-2618/18
As smart for street wear as a suit is a dress that successfully simulates a suit and yet is suitable for indoors

Nos. 2623/18-2624/18
This frock, avoiding the usual in cut, eludes it in color, also, by facing the collar and the sash with a contrasting color

Nos. 2664/18-2665/18
The essential one-piece frock of serge or gabardine may well affect the straight lines of this straight-line, chemise model

Nos. 2676/18-2677/18 form a charming example of the semifitted, long-waisted frock. This design is best adapted to black satin with cut jet buttons and a metal brocaded sash. Another excellent version of the long-waisted dress is shown in Nos. 2678/18-2679/18. For more formal afternoon wear Nos. 2724-18-2725/18 are designed. This model is extremely attractive if made of gray satin, veiled with gray chiffon edged with narrow bands of chinchilla. To carry out the color scheme the bodice, sleeves, and collar should be of thin silver lace, and the girdle should be buttoned with tiny, dull silver buttons.

The patterns illustrated on this page, sizes 34 to 40 inches bust measure, cost 50 cents each for waist or skirt, or $1 for complete costume. An illustration, directions, and material requirements are given with each pattern. Order from The Vogue Pattern Service, 443 Fourth Avenue, cor. 30th Street, N. Y.

Nos. 2678/18-2679/18
A full tunic seems even fuller over a plain skirt; the coatlike bodice adopts a square neck opening

Nos. 2724/18-2725/18
A happy choice of materials for this afternoon frock would be silver lace, gray satin and chiffon, and fur

Nos. 2681/18-2682/18
A prodigal proportion of black satin on bodice, girdle, and skirt, trims a coat-dress of blue gabardine

Nos. 2676/18-2677/18
A metal brocade girdle continues the graceful drapery of the skirt of a frock in the polonaise fashion

INTERPRETATIONS OF WHAT HAS BEEN PROVED TO BE BEST IN THE SEASON'S FASHIONS

Nos. 2718/18-2719/18
Autumn fashions are indicated in the plaited tunic and upstanding collar

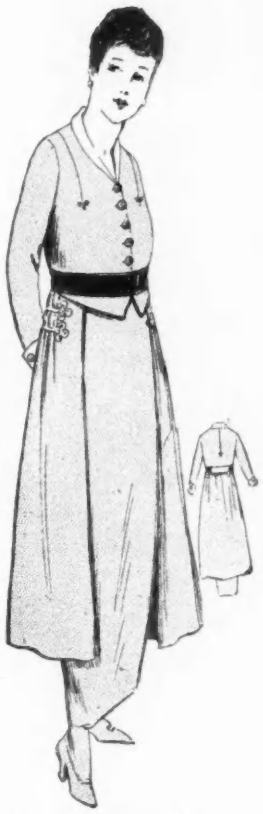
Nos. 2652/18-2653/18
Cut in one piece with the skirt is the tunic of this simple but original model

Nos. 2615/18-2616/18
Stripes, which are to be favored this winter, may be introduced as shown here

Nos. 2574/18-2575/18
On a blue gabardine frock surplice bands and tunic of black satin would be smart

The patterns illustrated on this page, sizes 34 to 40 inch bust measure, cost 50 cents each for waist or skirt, and $1 for complete costume. Skirts, 24 to 30 inch waist measure and 35 to 41 inch hip measure. An illustration, directions, and material requirements are given with each pattern. Order from The Vogue Pattern Service, 443 Fourth Avenue, corner 30th Street, New York City

Nos. 2695/18-2696/18
Long tight sleeves, a bodice cut waistcoat-wise, and a slightly full skirt are true to the mode



Nos. 2666/18-2667/18
Smart as it is simple is this version of the favored coat-dress with belted, snugly fitting bodice

Nos. 2697/18-2698/18
The short, circular skirt and snug bodice so popular at the moment are featured in this coat-dress

Nos. 2693/18-2694/18
Over a plaited skirt with a deep hip yoke, a deep satin or velvet surplice bodice spells smartness

DANCE FROCKS *of the* MOMENT

SHIMMERING material and trimming will be favored for the dance frock and dinner gown this season. The high lustered satin, which, therefore, will be modish, will be covered by silk net encrusted with metal threads, crystals, and pearls. Much black will be worn, and, in consequence, jet trimming will be used. But whatever the color or material of a gown, sleeves will be eliminated, except in cases where the frock is an informal one or where the sleeve is of but one thickness of net, tulle, or lace.

The patterns on this page are priced 50 cents each for waist or skirt. Waists, sizes 34 to 40 inch bust measure; skirts, 24 to 30 inch waist measure, and 35 to 41 inch hip measure. An illustration, directions, and material requirements are given with each pattern. Order from The Vogue Pattern Service, 443 Fourth Avenue, cor. 30th Street, N. Y.

Nos. 2691/18-2692/18
A frock combining a decidedly masculine waistcoat with decidedly feminine lace sleeves and flaring overskirt

Nos. 2670/18-2671/18
Unusually effective and unusually easy to make, is this frock with overblouse, straps, and girdle cut in one piece

Nos. 2687/18-2688/18
A dance frock which eliminates sleeves, adopts a full underskirt, and develops a bodice which merges into sash-ends

Nos. 2689/18-2690/18
Silver lace straps and silver tissue sleeves are chic with a gown that sponsors the semi-fitted, long-waisted bodice

Nos. 2591/18-2592/18
Like a shimmering cobweb, silk net veils the satin skirt and forms the sleeves and overbodice of this frock

Nos. 2593/18-2594/18
Gray satin, silver lace, and a tassel of steel beads are suggested for use in a smart interpretation of this model

Nos. 2589/18-2590/18
The lace flounces which fashion dictates are welcomed by the seamstress as they are remarkably easy to drape

Nos. 2722/18-2723/18
A demure simplicity, which, nevertheless, does not belie its modishness, has a ruffled, sleeveless dancing frock

GOWNS, BLOUSES, AND WAISTCOATS WHICH ARE DISTINGUISHED BY ABSENCE OF ELABORATION AND BY ATTENTION TO LINE AND CUT

Nos. 2683/18-2684/18
A costume which proclaims newness in each feature

Nos. 2567/18-2568/18
With a plain skirt, the blouse must be severely simple

Nos. 2498/18-2499/18
The morning frock in a pleasing and serviceable guise

Nos. 2726/18-2727/18
The new circular skirt and the new raglan blouse

No. 2705/18
Ingenuity and a little chiffon transforms the long-favored waistcoat into a smart blouse. Both waistcoats are included in this pattern

AFTER the riot of color through which we have gone this past season, the return of white and dulled shades is an agreeable change. The materials most used for the new autumn blouses are satin, satin crêpe, Georgette crêpe, and chiffon. The white satin blouse is given first choice, and it is most practical when made of a good quality of the tub satin.

Many of the new blouses are finished with collars and often with cuffs of *crêpe français*, a crêpe like Georgette crêpe, but thinner. The collars are close to the neck in back, but are usually open at the front. Set-in sleeves and variations of the raglan sleeve predominate in the new blouses, and the extensive use of the surplice effect, usually achieved by a sash or girdle, is noticeable. The separate waistcoat will still be worn, and a new idea is to attach to it unlined sleeves of chiffon. The coat may then be removed and a charming blouse effect is displayed. The models shown in pattern No. 2705/18, developed in gray velvet brocaded in blue, with the revers in plain velvet and the sleeves of gray chiffon, would be excellent with a blue suit.

The designs illustrated on this page are priced at 50 cents each for waist or skirt, except pattern No. 2705/18, which includes the two waistcoat designs in one pattern for 50 cents. The sizes are 34 to 40 inch bust measure, 24 to 30 inch waist measure, and 35 to 41 inch hip measure. Illustration and material requirements are given with each pattern. Order from The Vogue Pattern Service, 443 Fourth Avenue, cor. 30th Street, N. Y.

No. 2484/18
White tub satin with a collar of "crêpe français" makes this blouse as fresh and practical as if of linen

No. 2483/18
Of Georgette crêpe and satin, with gay bead motifs, a dainty blouse may be fashioned from this model

No. 2596/18
A clever version of the surplice blouse extends the front in a sash to obtain the chosen line of the season

No. 2282/18
Hesitating between basque and Russian blouse is a model for satin or velvet, with jet buttons and wide girdle

ACCESSORIES WHICH REDATE COSTUMES AND A SEPARATE COAT-BLOUSE FOR THE SEPARATE SKIRT

No. 2559/18

An economical transformation is possible with this coatee pattern, with which a simple blouse pattern is included

No. 2680/18

A coat-blouse such as this could be developed in satin and worn with a separate skirt for the street

No. 2561/18

A coatee of velvet is charming over a chiffon blouse. Patterns for blouse and coatee are included for fifty cents

A COSTUME a little more formal than a coat and skirt can be easily achieved by wearing over the blouse a coatee of matching or contrasting material. Also, by the addition of new sleeves or collar, a change can often be made in a frock quite out of proportion to the trouble involved in the alteration.

The patterns illustrated on this page cost 50 cents each, except Nos. 2469/18- and 2629/18. The sizes are 34 to 40 inch bust measure, and 24 to 30 inch waist measure, and 35 to 41 inch hip measure. Illustrations and material requirements come with each pattern. Order from The Vogue Pattern Service, 443 Fourth Ave., cor. 30th St., N. Y.

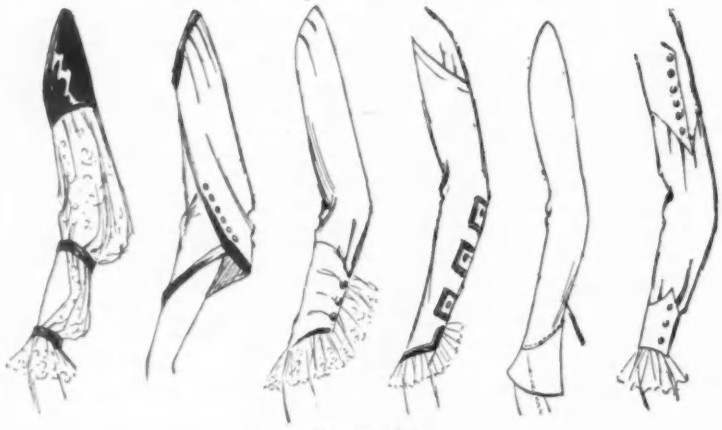
No. 2469/18

The collar, chemisette, and cuff designs in this and the opposite column are included in one pattern for 50 cents

A high necked chemisette fills in a blouse cut low in the front

A tailored chemisette with softening frill about the collar

No. 2627/18 No. 2628/18 No. 2629/18-A No. 2629/18-B No. 2668/18



No. 2704/18

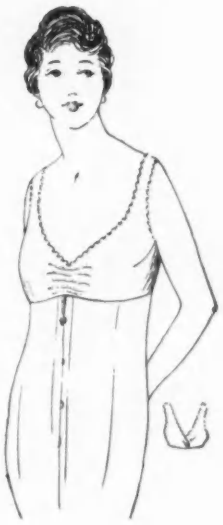
Six patterns for the new set-in sleeve, included in one for fifty cents

The stiffly tailored collar is smart again and very simply made though it is essential that it be well cut

Deep cuffs emphasize the simple frilled chemisette and collar

At the back, the chemisette above folds over in a soft collar

SIMPLE PATTERNS FOR THE LATEST VERSION OF THE KIMONO AND OTHER PRETTY LINGERIE



No. 2581/18

This brassière for medium sized figures, will fit smoothly underneath the new, fitted bodices of frocks

No. 2595/18

The cap sleeve of this dainty nightgown has only the wide lace insertion for the under part of the sleeve

No. 2701/18

Novel in cut and trimming is this kimono which boasts a surplice belt with a jeweled fastening

No. 2587/18

Especially charming is this negligee if made of Pompadour crêpe, and worn over a frilled petticoat

No. 2583/18

A brassière with elastic bands run through ribbon casings will not slip up under an evening bodice

CRÊPE de Chine and the other soft silk crêpes have been found to make the most satisfactory underwear, as these materials launder perfectly and their wearing qualities are undisputed. The same materials are also much used for the practical room gown. Such a model as No. 2701/18, if made of crêpe with the double ruffles of the material either corded or picot-edged, makes a garment that will withstand innumerable visits to the laundry and still retain its charm and daintiness. A negligee such as No. 2608/18 may be made of crêpe—or of satin that tubs—with the ruffles of ribbon or of plaited, washable tulle. A tiny bit of cream lace may be used for the pointed collar. No. 2587/18 is a matinée that would be excellent if developed in a figured crêpe.

The lingerie patterns illustrated on this page are priced 50 cents each, and the long negligee patterns $1 each. Sizes 34 to 40 inch bust measure. An illustration, directions, and material requirements are given with each pattern. Order from The Vogue Pattern Service, 443 Fourth Ave., cor. 30th St., N. Y.

No. 2525/18

Shirred bands with ribbon run through them trim a kimono nightgown effectively

No. 2526/18

This softly draped negligee is adapted equally well to satin or to a soft woolen

No. 2586/18

This model achieves the nth degree of simplicity and a like degree of charm

No. 2523/18

Such a chemise may be worn equally well either under or outside the corset

No. 2010/18

Insertion, ribbons, and a bit of embroidery, trim this smart combination

Nos. 2579/18-2580/18

An evening brassière, and a dancing petticoat, pretty and practically slit

No. 2608/18

In crêpe or in satin, this Paris model makes an unusually graceful negligee

IN THE GARB *of* PRACTICAL UTILITY

MODELS designed for serviceable materials such as gabardine, serge, zibeline, or French flannel, are of first importance for the school wardrobe. Such designs must be severely simple, and they must achieve smartness by line and by clever combinations of materials and colors.

Such a model as Nos. 2714/18-2715-18, for example, has innumerable possibilities for combining materials. The skirt may be of gabardine and the long blouse of silk edged by a wide band of gabardine, or viceversa; and checked or plaid materials combined with plain material would be equally effective.

French flannel would be an excellent material for the frock Nos. 2662/18-2663/18. The frock proper may be made of plain colored flannel and the plastrons of striped flannel, or gabardine or zibeline may be substituted for flannel and combined with striped taffeta.

Frocks for small children are undoubtedly most satisfactory when made of tub materials, and the model should be chosen with a view to easy laundering of the frock. In the little frock No. 2645/18, the design is as practical as it is charming. It may readily be flattened out in two pieces, so it is easily laundered when soiled.

The children's designs illustrated on this page cost 50 cents each, sizes given under each pattern. The misses' designs cost 50 cents for waist or skirt, $1 for complete costume. Sizes, 14 to 18 years. Order from The Vogue Pattern Service, 443 Fourth Avenue, cor. 30th St., N. Y.

Nos. 2716/18-2717/18

Service and simplicity mark this design, appropriate in gabardine or serge for a frock which is intended to be slipped on jumper-wise

Nos. 2662/18-2663/18

Trimming of gaily striped silk or wool material brightens a simple model designed for French flannel or gabardine combined with taffeta

Nos. 2650/18-2651/18

A blue gabardine coat bordered with plaid and a kilted plaid skirt make an effective school costume which will keep its freshness

Nos. 2714/18-2715/18

A dress of this type is an essential for the wardrobe of the gir' in school, and is especially adapted to development in contrasting materials

No. 2645/18

Sizes, 2 to 8 years

Detachable collar and cuffs make a frock easy to freshen

No. 2644/18

Sizes, 2 to 8 years

Bolero jacket, blouse, and trousers form a trim play suit

No. 2637/18

Sizes, 4 to 12 years

Piqué is excellent for this frock with shaped yoke and flounce

No. 2638/18

Sizes, 4 to 12 years

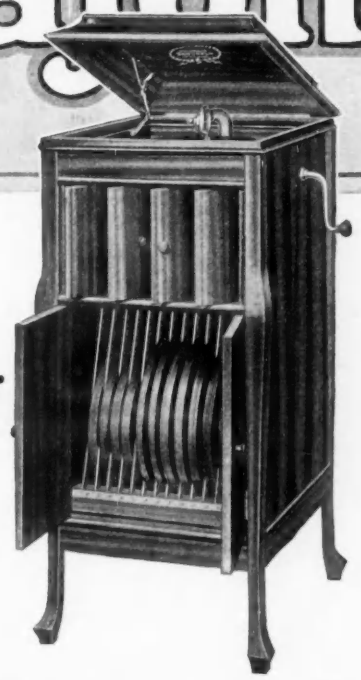
A detachable jacket and a plaited, long-sleeved slip

No. 2643/18

Sizes, 2 to 8 years

A play suit which gives its wearer indubitable freedom

Columbia Grafonola



All the music of *all the world*

BONCI, the world's most artistic singer; YSAYE, greatest violinist of all time; OLIVE FREMSTAD, famed dramatic soprano; HOFMANN, renowned pianist; MARY GARDEN, gifted exponent of modern French opera; these are but a cluster in the galaxy of operatic stars and virtuosi who have recorded their matchless art exclusively on Columbia Records for the Columbia Grafonola.

Its superb tone-reproducing qualities, its brilliancy, fidelity and naturalness, distinguish the Columbia Grafonola as the *one* ideal musical instrument—whether you are listening to selections of the great artists or dancing the lilting measure of the popular modern dances.

Every Columbia dealer in America is waiting to play *any* Columbia Record for you, including the splendid Columbia Dance Records which are supervised in the recording for correctness in tempo and rhythm by G. Hepburn Wilson, M. B., the world's greatest teacher of modern dancing.
Go to your Columbia dealer to-day—have him demonstrate the various models of the Columbia Grafonola. You can buy a "Grafonola" for as little as $25* and on easy terms—or you can go as high as $500*, with every price in between.

(Illustration shows the Columbia Grafonola "Leader," $75—easy terms)*

COLUMBIA GRAPHOPHONE COMPANY

Box S362, Woolworth Building, New York

Toronto: 365-367 Sorauren Ave. *Prices in Canada Plus Duty. Dealers wanted where we are not actively represented. Write for particulars.

Columbia Note the Notes

A World-full of Children

Will Cheer Corn Puffs

The New Toasted Corn Bubbles "The Witching Food"

The daintiest Food that we ever created began to go out in April. But we did not dare then to announce it. The people whom grocers told about it took all that we could make.

Then users told others and the demand spread like wildfire. Now this new Corn Puffs is capturing the country, as fast as we can make it.

The hearts of corn—the sweet hominy parts—are ground and cooked and made into pellets. Then they are toasted for an hour, rolled in mammoth guns in a fearful heat.

Then the guns are shot—just as in making Puffed Wheat and Puffed Rice. The pellets are puffed to rain-drop size. And each is a toasted corn bubble, crisp and flaky, almost as light as air.

You never have known any product of corn anywhere near so delightful. The toasted corn flavor is brought to its fullness by this hour of terrific heat. And it comes in flimsy, porous globules, ready to crush at a touch.

Prof. A. P. Anderson—the inventor of Puffed Grains—has worked for eight years to find a way to puff corn. Judge for yourself what those years have accomplished. You who love corn when it is flaky and toasted will find it here in its finest form, with every food granule exploded.

CORN PUFFS

"The Witching Food"

15c per Package

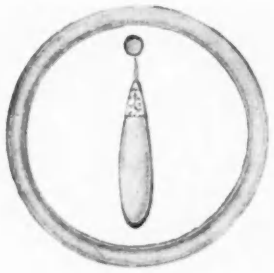
Ask your grocer if he has it—ask him now. It is nearly everywhere. Serve it with cream and sugar, mixed with fruit or floating in bowls of milk.

Then try it this way: Douse the Corn Puffs with melted butter, and note how much better they are than popcorn as a between-meal food.

For your own sake, get this dainty now. We have waited eight years to offer it to you. Now it is time to enjoy it.

The Quaker Oats Company

Sole Makers (629)



In bracelet or earring "écaille blonde," or tortoise-shell, with its lovely amber tones is most becoming; bracelet, 90 francs; earring, 65 francs in "écaille blonde" and 50 francs in "écaille brune"

FRILLS *of* FASHION

(*Continued from page* 48)

Tortoise-shell and rhinoceros hide (which is known as *"écaille"*) are being greatly utilized this season both for toilet articles and for various other novelties. Rhinoceros hide comes to us in two beautiful colors, a clear amber yellow and a warm sherry brown. In the shops it is known as *"écaille blonde"* or *"écaille brune,"* according to its color, and its very latest uses are illustrated in the sketch at the top of this page. A bracelet of *écaille blonde* is a most becoming adjunct to a slender, well-turned wrist. These bracelets are not made in pairs, but are sold separately.

The long, pear shaped earring sketched with the bracelet, is also of *écaille blonde*. A delicate Etruscan ornament of filigree gold accentuates the warm amber tones of the pendant.

The three quite unusual canes shown in the drawing on page 76, also are of *écaille*. The one at the left is entirely made of *écaille brune*, of a particularly rich brown tone. It is absolutely flawless, and costs 1025 francs.

The lower part of the middle cane is of *écaille brune* and the handle is of *écaille blonde*. A wide gold band separates the two colors. The price of it is 600 francs.

The third cane, which is sold for 1640 francs, is made entirely of *écaille blonde* of a beautiful translucent tone and is lovely enough to be exhibited in a jeweler's collection rather than carried on the street.

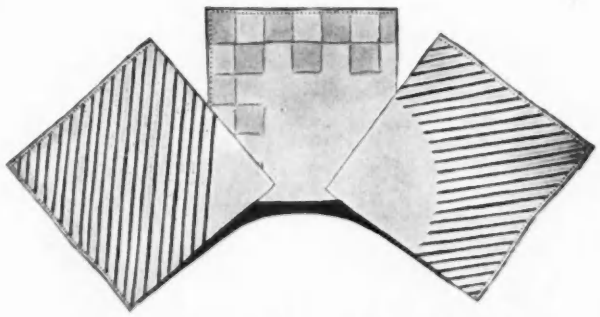
There is another use of tortoise-shell in the watch at the bottom of this page, which is an artistic addition to a toilet table or to a boudoir desk. This novel timepiece is of brilliant green enamel with delicate gold numerals and hands. The egg-shell that encloses it is of translucent tortoise-shell with a narrow band of gold around its greatest circumference.

The word "luxury" meant many things a decade ago that have long since lost their significance. Now we say "modern comfort" in speaking of the thousand trifles which go to make up the luxurious routine of our travels.

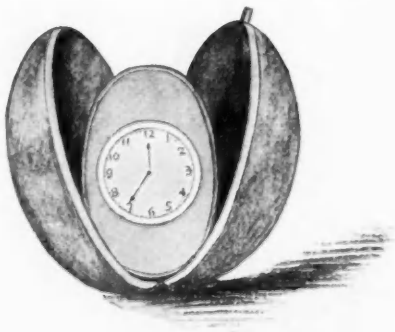
The little pigskin bag seen in the sketch in the middle on page 76 is a marvel of convenience, and has been designed to accommodate every toilet necessity in a minimum of space. When folded into a compact and rather flat roll, it may be tucked away into a tiny corner of a traveling bag.

Dog lovers are more numerous in France than in almost any other country in the world, and the laws regarding dogs are less stringent there than in America. Pet dogs are taken the round of summer visits quite as a matter of course, and as a proper means of conveyance must be provided for the sometimes pampered *"toutou,"* a new traveling case has recently been designed and may be seen at a shop in the rue St. Honoré. These boxes, one of which is

(*Continued on page* 76)



With narrow hems and squares and stripes, French handkerchiefs with colored borders become unusual enough to be distinctly smart



Among its various uses the popular rhinoceros hide makes an egg shaped case for a green enameled watch; 275 francs

GIMBEL Reproductions of Paris Modes

(SPECIAL NOTE—These were among the last Models to leave Paris—as a matter of fact, we were compelled to ask this Magazine for an extra day's time in which to have the models sketched.)

Chapeau, $22

More beautiful lines have never been moulded in a Hat than in this model by Odette. Our reproduction is perfect—in fine Black Silk Velvet, with rose and leaf garniture of white satin.

Dancing Frock, $37.50

Supple and graceful! In Crêpe de chine, with pleated underskirt of chiffon; tiny sleeves of white net outline embroidered in silver; garniture of pink roses. Pink, light blue, maize, orchid, white and black.

L'Aiglon Blouse, $2 $5 and $6.95

This model introduces the new stock collar, extremely long sleeves and softly pleated bosom.

In white voile, $2.

Crêpe de chine; white, navy, putty and brown, $5.

Liberty satin; white, flesh color, navy, brown, $6.95.

Afternoon Dress, $50

In Black Satin with tunic of black Brussels net, edged with deep band of satin. Transparent sleeves of net with bands of silk; white silk collar.

Trotteur Frock, $25

In navy or black French serge, with underskirt, sleeves and vestee of black satin; collar of white satin; black bone buttons and buttonholes bound with satin.

GIMBEL BROTHERS

Broadway New York Thirty-third Street

Fashion's Newest Furs

No. 1030. Magnificent Cape Cloak of Hudson Seal or seal-dyed muskrat. Very fine imported skins. Cape has large, full back with vest effect in front. Lined with soft, rich, imported silk. The collar is smartly trimmed with perwitsky. Quality considered, this cloak is modestly priced at $260.

No. 3630. Muff to match cloak described above. Hudson Seal or seal-dyed muskrat; 28 in. around end; trimmed with large bow of perwitsky; lined with same rich silk. Price $50.

GENERATIONS of the first families in New England have purchased their furs at Lamson & Hubbard's famous store in Boston.

The long established reputation and integrity of this house enables you to order your furs by mail with perfect assurance that they will be exactly as represented in every particular.

Their style is authenticated by our own representatives at Paris and London. Quality is assured by our unlimited guarantee. Unless the furs are becoming to you and precisely meet your personal taste, your money will be promptly refunded without dispute.

The furs you see illustrated here are models of exceptional beauty, but should you wish to study further styles before ordering, write for our free book *"The Theatre of Fur Fashion."*

It contains many superb imported and domestic models in fashionable fur garments and sets, evening wraps, smart hats, cloth coats and other exclusive productions for men and women. All are illustrated by actual photographs, correctly described, modestly priced. Write for this Book today.

Lamson & Hubbard
BOSTON

No. 2495. Black Fox Scarf made of two skins in a very smart effect with heads, tails and paws. Fur is exceptionally good quality. Lined with excellent grade of silk. Price $20.

No. 3495. Black Fox Pillow Muff to match Scarf 2495. Two-animal skin effect, lined with same silk, with good quality pillow bed and trimmed with attractive muff cord. Price $17.50. For the set of Scarf and Muff, $37.50.

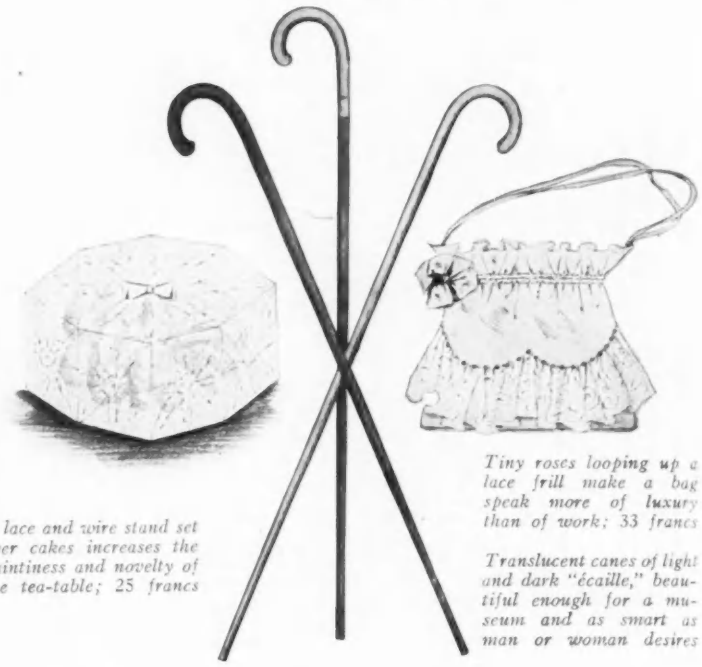
Lamson & Hubbard
Mail Order Dept., 105 Bedford St.
Boston, Mass.

Please send me your Catalog Booklet *"The Theatre of Fur Fashion."*

Name .....
Address .....
City ..... State.....

FRILLS *of* FASHION

(*Continued from page 74*)



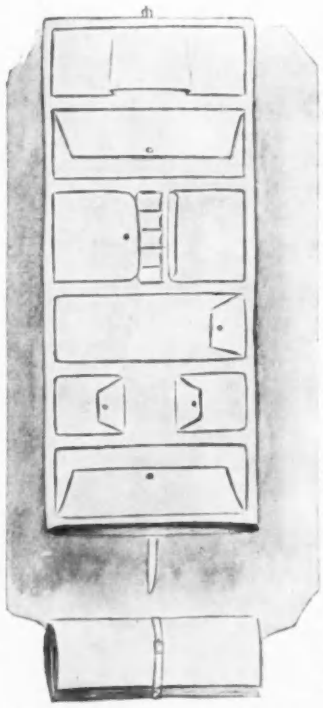
A lace and wire stand set over cakes increases the daintiness and novelty of the tea-table; 25 francs

Tiny roses looping up a lace frill make a bag speak more of luxury than of work; 33 francs

Translucent canes of light and dark "écaille," beautiful enough for a museum and as smart as man or woman desires

illustrated below, are in almost all sizes and are very light and strong. Imitation leather is used to cover the outside of the case, and a coarse brass netting provides ventilation which may be regulated by closing as many of the sides as is desirable.

Colored handkerchiefs have had a certain popularity for a good many years and some new ones seen this season are illustrated at the middle of page 74. Narrow hems are almost invariably used on these dainty squares of cambric and the choice of design and color is practically unlimited. Many of the colored handkerchiefs lack the smart little touch so essential to the modern toilet, but the three sketched are undeniably both chic and novel.

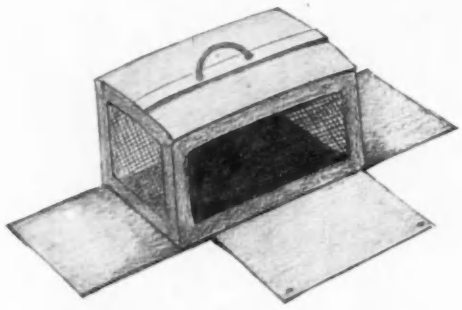


A pigskin traveling case which in the least possible space crowds the greatest possible utility; 10 francs, 75 centimes

Two frivolously feminine articles are shown on this page at the top. The article at the right is a dainty workbag of sky blue taffeta with a cascade of filmy lace around the base. Tiny chiffon roses outline the scalloped flounce and a chou of blue satin and blue satin ribbons drawn through a double casing at the top finish this smart and fairly capacious bag.

The cake or fruit cover beside it has been fashioned for the tea-table. A fine meshed lace is used and invisible, silk-covered wires hold its octagonal sides in place. A knot of white satin ribbon serves as a handle to this dainty novelty.

Note.—A franc is equal to 19 cents, and 5 centimes to 1 cent



Within the gilded meshes of a hinged leather case, a small dog sets luxuriously forth upon his travels; 36 francs

30L

30G

30M

Best & Co.

5th Ave. at 35th St.

New York

Correct
School, Academy
and College
Styles at
Popular Prices

Satisfaction Guaranteed on Mail Orders. Write To-day for our 100 Page Illustrated Fall and Winter Catalogue. Address Department 30.

30L—Misses' English Outing Coat with loose back, belt across front. Brown or green Scotch tweed mixture or plain navy diagonal cheviot. Sizes, 14, 16, 17 years. 16.50

Smart Velour Turban with band of velvet ribbon and small wing on each side. Black trimmed with Alice blue or green; or solid navy. 10.50

30G—Misses' smart model buttoned down front, with pockets, embroidered white pique collar; deep belt. Sizes, 14, 16 and 17 years. In French serge, navy, delft blue, black or green. 12.00
In wool checks, green with blue or brown. 13.50

30M—Smartly Tailored Suit of cheviot or imported corduroy; trotteur skirt with deep belt; velvet cuffs and high roll collar. In navy, Russian green or brown. Sizes, 14, 16 and 17 years.
Cheviot. 29.50
Corduroy. 45.00

Black Velvet Sailor trimmed with white or colored moire ribbon and fruit. 9.75

30H—Cape Coat of zibeline, which can be worn open or closed at neck; velvet collar and cuffs. Navy, Russian green, delft blue or brown. Sizes, 8 to 16 years. 15.00

Velvet Hat with silk facing, trimmed with velvet ribbon bow and ends at back, and cluster of fruit. Brown, black or navy. 8.75

30I—Girls' Jumper Dress of French serge with separate blouse of checked silk, buttoned through at belt; collar, cuffs and front hemstitched. Navy or brown. Sizes, 8 to 16 years. 12.50

30J—Girls' Russian Dress of laurel green, navy or porcelain blue wool poplin with detachable vestee; collar and cuffs of fine white batiste; Roman striped silk girdle. Sizes, 3½ to 10 years. 8.75

30K—Loose-cut English Model Sport Coat which can be worn open or closed at neck; raglan sleeves. Sizes, 8 to 16 years. Of wool plaid or plain zibeline in Russian green, navy or porcelain blue. 9.75
Of Scotch mixture with Roman striped back. 15.00

Velveteen Hat. Navy, black or green. 4.00

30H

30I

30J

30K

PARIS PREPARING *for* WAR

(*Continued from page* 41)

Paris, though, at the end of two weeks, for her home is at Reims, and she "must be with her people," and also she hopes and fully believes that "France will be victorious!"

Anna, the *blanchisseuse*, is of a temperament quite different. She has wept floods of tears, and yesterday she declared herself "too sad to work," and remarked that when her little savings were exhausted she "could but die." She keeps an army of canary birds who consume much grain, and she laments that when she has no more grain for them she will have to "open the doors of the cages and let them fly where they will."

To-day, on the corner of the boulevard Montmartre and the square Lamartine, I noticed a group of people with eyes fixed on a placard carried by a street singer, and they were all singing softly to the tune of one of the season's popular songs, the words inscribed:

"Citoyens, c'est la guerre:
On n' peut plus l'eviter.
Nos femmes, nos soeurs, nos meres
Qu'il va falloir quitter,
Ah! c'est bien dur!
Mais j'en suis sûr
Elles-mêmes sauront bien le comprendre.
Il y a trop longtemps
Que les Allemands
Nous cherch'nt—On n'pouvait plus attendre."

On the platform at the *gare* where a great crowd of people were assembled to bid good-bye to the departing soldiers, three women, a mother and two daughters, pressed close about a young soldier, all tremulously smiling at each other and endeavoring to talk of ordinary matters. The train whistle sounded; the young soldier sprang aboard; the cars moved slowly out; he waved his hand in adieu; and the mother, with eyes filled with tears, sought her handkerchief, but one of the daughters pushed back her hand whispering, "Don't cry now; he can still see you."

THE MAGGI SHOP

No one with a German name is safe now in this city, which is under military law. Any shop, closed or open, which is suspected of having the slightest affiliation with anything German is mercilessly wrecked. All the "Maggi" milk shops —philanthropic shops where pure milk and fresh eggs were sold to the poor at cost price, but owned by a man of German descent—were wrecked the first day, and the wreckage was burned in the streets.

It is a new Paris we see and know now. It is not safe to stir abroad at night. At nine o'clock the cafés are closed, and even before that hour the streets are practically deserted. No one cares to go to the playhouses and the principal theatres are being prepared for use as hospitals. The beautiful Théâtre des Champs-Élysées, with its numerous dressing-rooms fitted with hot and cold water, will be especially adapted to the use of the Red Cross.

"GAY PARIS" IS NO MORE

August 5th

Foreigners are becoming more and more annoyed over the difficulty in securing personal safety during their forced sojourn in Paris. I had my regular papers made out nine years ago, when I came to Paris to live, and had, therefore, only to ask for the usual *laisser passer*, which I must now have always on my person. Margaret has the certificate of her birth in Paris and so she is treated as a French citizen; a favor which sets her up enormously.

Already Margaret has enrolled herself for hospital work. She began lectures on training for it yesterday, and as she has a perfect command of the French and English languages, with a good knowledge of German and a smattering of Russian, she will probably be among the first of the inexperienced nurses to be called upon. We are so near the fighting that the sick and wounded soldiers will be brought to Paris for nursing.

"Gay Paris," is a mockery when applied to the city. We are back in the curfew days; by order of the military governor of Paris it is "lights out" at half after eight in all cafés and restaurants, and at that hour the few underground railway lines that are still in operation during the day are stopped.

I understand now that the rioting directed against German shopkeepers, which was so terrible during the first two days after war was declared, was done entirely by young blackguards and has been stopped by threats of court-martial treatment. Public demonstrations of every sort are strictly forbidden, and only the government automobiles are allowed to show the tricolor flag.

There is nothing in the least spectacular about this leaving of all the men of military age in Paris, no marching of uniformed soldiers, no music of bands. In any sort of clothes, carrying hand-luggage, men alone or in little groups quietly walk or ride to the *gare* in the motor busses reserved for them. There the leave-taking is pathetic, but never noisy.

The first day of the mobilization Paris was a city of calm grandeur. The Gare de l'Est was the scene of imposing spectacles and the streets around it were crowded with those who, left behind, stood cheering those who were "going to the front." The boulevard in front of the *gare*, generally alive with gay requenters of the cafés, was crowded that day with calm, determined, and eager people. A few automobiles full of Red Cross nurses drove up and were cheered by the crowd, while they took their places among the soldiers.

The train service was splendidly managed; there was no pushing or confusion. All three classes were alike; every soldier took a seat where he could find one, whatever his rank. The faces of the young graduates were joyous at the chance to fight, and contrasted tragically with the grave mien of the older men whose experience had taught them that war was not joyous.

SPECIAL CHURCH SERVICES

This week the churches have held special services for the departing soldiers, and Cardinal Amette, in an exalting and passionate sermon, raised the hearts of his women listeners and inspired them with hope and faith. There will be few army chaplains in this war, for the younger priests who, since the separation of church and state have been called out like any soldier, have been given power by the bishops to administer the dying sacraments even in uniform.

It is, indeed, a strange sight to see the black-robed priests among the *pioupious* presenting their mobilization papers and being welcomed by the crowd the same as all other men. By a special decree by the Pope the fighting priest is no longer considered as irregular. He is excused from reciting his breviary each day, and though he has no special power to administer the sacrament, the simple fact of a brother soldier calling upon him for religious services gives him this divine mission.

MARGARET ALICE FRIEND

"Start your Berkey & Gay collection today"

The price of Berkey & Gay furniture is within reason and within reach

IT IS natural for many people to suppose that furniture of the class we produce should be high priced. Yet they are always pleasantly surprised by finding that it is not extravagant in cost.

¶ We believe you will find our furniture the best investment of the kind you can make—taking into consideration its quality, beauty, durability and utility.

¶ Acquaintance with the store handling Berkey & Gay furniture in your locality is worth while. It is usually the best store in every city, and the Berkey & Gay agency bespeaks a store prepared to show the best examples of the furniture art. The following firms exemplify Berkey & Gay representation:

Marshall Field & Co., Chicago
Paine Furniture Co., Boston
Lammert Furniture Co., St. Louis
The Sterling & Welch Co., Cleveland
W. & J. Sloane, San Francisco
Frederick & Nelson, Seattle

BY INVITATION MEMBER OF

NEW YORK, U.S.A.

Berkey & Gay Furniture Co.

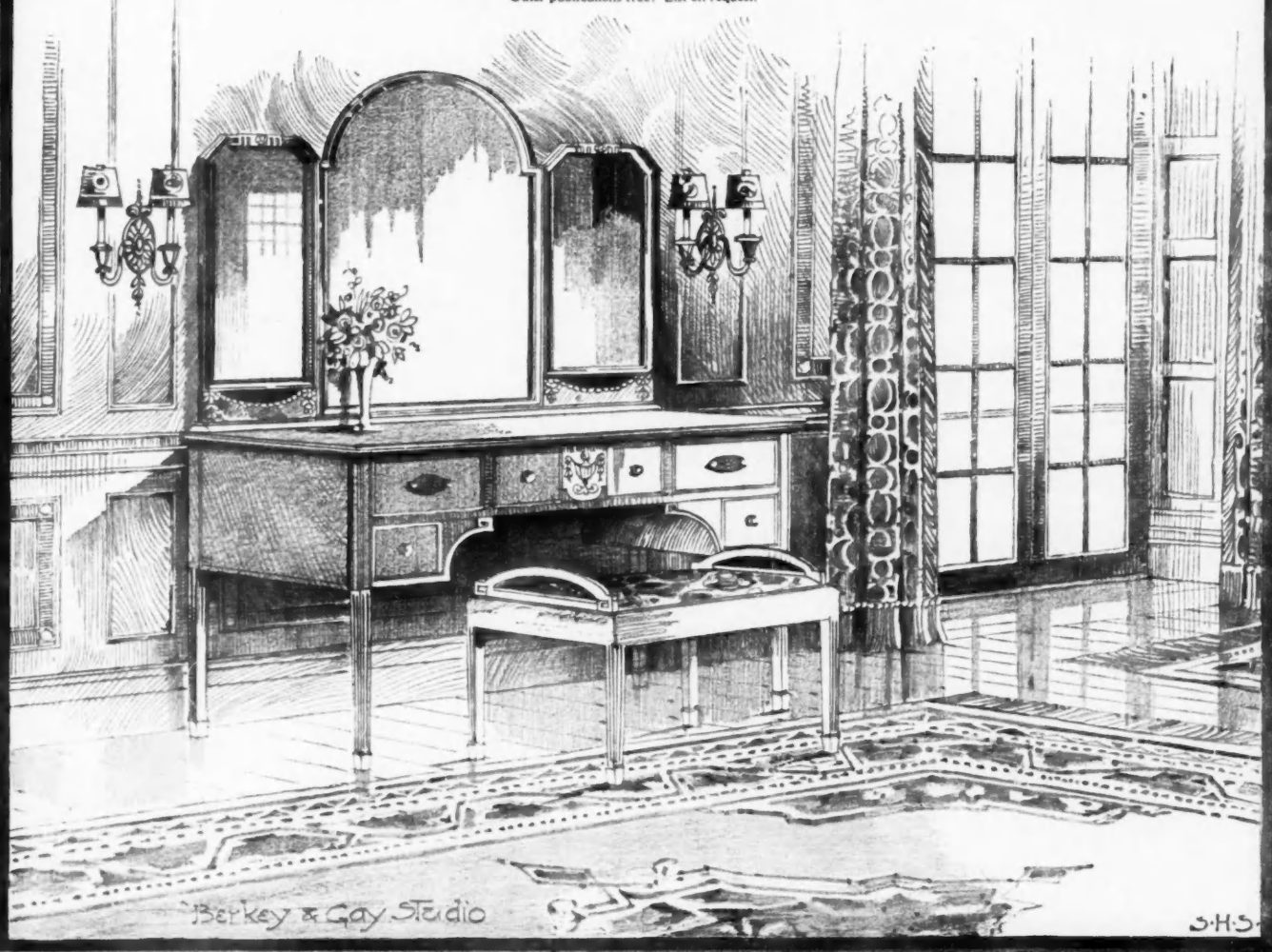
Factory, Executive Offices and Show Rooms
Grand Rapids
194 Monroe Ave.

Eastern Office and Show Rooms
New York
113-119 West 40th Street

BERKEY & GAY FURNITURE

This inlaid mark of honor identifies to you each Berkey & Gay piece.

Our de luxe booklet, "Character in Furniture," a guide to period furniture, mailed for fifteen two-cent stamps. Other publications free. List on request.



10% More for Your Money

Quaker Oats is put up also in a 25-cent size, nearly three times as large as the 10-cent size. By saving in packing it offers you 10 per cent more for your money. See how long it lasts.

Not for Children Only

Quaker Oats is not for children only.

They should not monopolize vim.

Countless men and women—tired, languid, lagging—need the energy in Quaker. A big dish daily for a month might change life's whole complexion.

For Quaker has no rival as a vim-producing food. It is the finest form of the spirit-giving grain. Scientists say that a single dish supplies a half-day's energy.

You know what it does for children. But others need vitality—need phosphorus and lecithin. And there's a wealth of both in Quaker.

But don't serve little dishes. Where it's needed, serve it in abundance.

Quaker Oats

The Luscious Queen-Grains Flaked

You get in Quaker just the queen-grains—just the choicest one-third of choice oats. All puny grains are discarded.

You see the result in the big, white flakes. You taste it in the luscious flavor.

In getting this quality, a bushel of choice oats yields but ten pounds of Quaker. But that cream of the grain costs you no extra price. Simply say "Quaker Oats" and you get it—for one-half cent per dish.

It is well worth while. It makes folks delight in Quaker. They never grow tired of it, and they eat enough.

From all over the world people send here for Quaker—just to get this matchless flavor. Here, where every store supplies it, you should get it always.

Quaker Cooker

We have made to our order—from pure Aluminum—a perfect Double Boiler. It is extra large and heavy. We supply it to users of Quaker Oats for cooking these flakes in the ideal way. It insures the fullness of food value and flavor. See our offer in each package.

10c and 25c per Package
Except in Far West and South

(66o)

ARTICLES THAT ARE INTERESTING BECAUSE OF THEIR UNIQUE DECORATIVE QUALITY, THEIR USEFULNESS, OR THEIR ORIGIN IN DISTANT LANDS

Swung on the veranda a lamp lights a path, or hung from the wall illuminates a corridor; $1.50

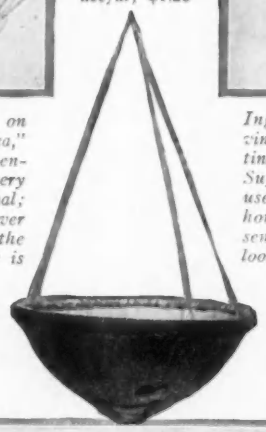
From the peasants of Hungary comes a seven-handled candlestick of green pottery; it is beautifully modeled and is useful for flowers, light, or both; $2

The fleur-de-lis design has an extra hook by which a hand wrought iron candlestick may be suspended; $5

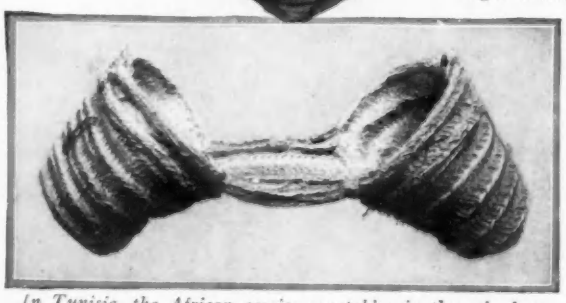
The design in color on an African "darbonka," or drum, of hand-enameled pottery, is very effective and unusual; and by cords knotted over the bulging frame the drum head of leather is kept taut; $10

A hearth broom from Japan is as attractive as useful; $1.25

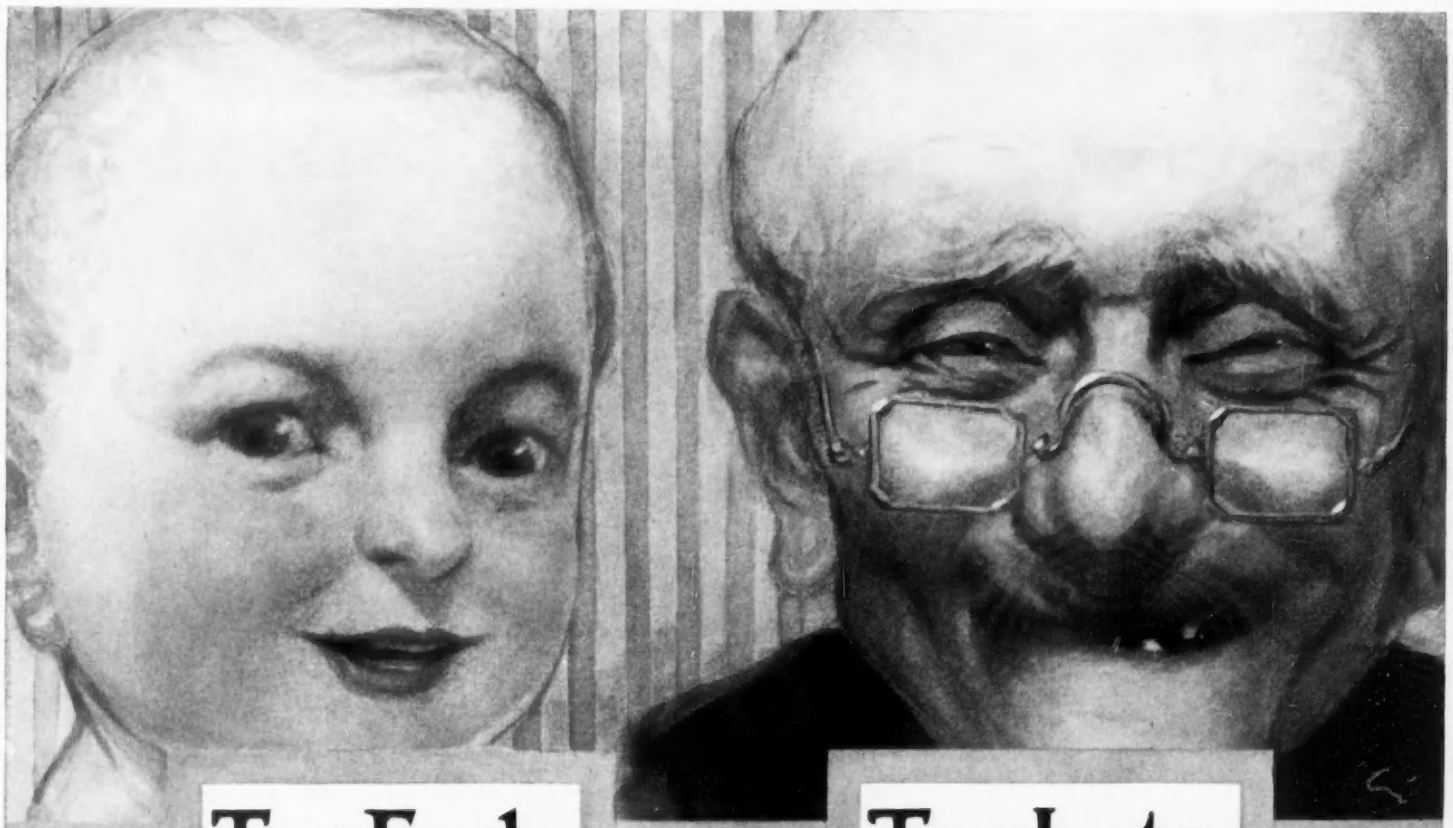
Ingeniously made of a vinegar bottle fitted with tin, a gypsy lantern from Suffolk, England, is useful for the country home; and—strange resemblance—it seems to look like an old colonial lantern; $2



A Chinese policeman's hat in basketwork is used for a fern or electric light bulbs; $2



In Tunisia, the African carries vegetables in these baskets swung across the neck of his donkey; but we, finding a more—or perhaps less—picturesque use for them, throw them over the piazza rail for flowers or magazines; $5



Pebeco Tooth Paste Will Help You Keep Your Teeth for Life

PEBECO *saves* teeth. It saves them because it protects them from their worst enemy, "acid-mouth," which authorities agree is the one great cause of decay.

If you have "acid-mouth," use Pebeco because tooth saving demands it. If you haven't "acid-mouth," use Pebeco because tooth-cleanliness and mouth-purity suggest it. But probably you have "acid-mouth," as nine out of ten people are said to have. You can easily find out if you will

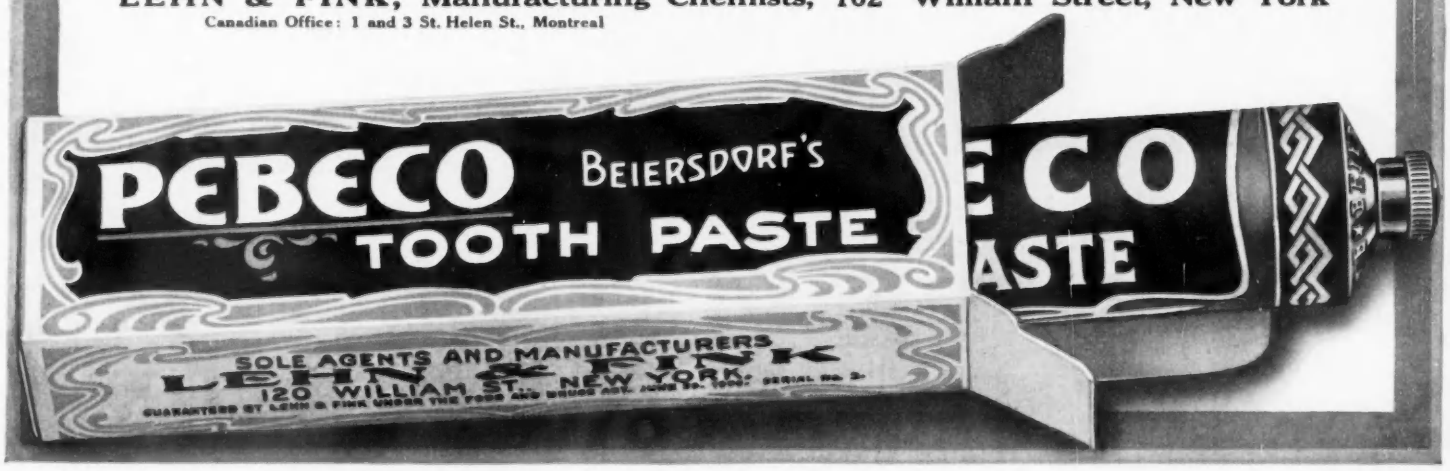
Send for the Free Ten-day Trial Tube of Pebeco and Acid Test Papers

which we will gladly mail you. With the test papers you can determine in a moment whether you have "acid-mouth." With the trial tube you can prove how Pebeco counteracts it. May we have your name and address?

Pebeco originated in the hygienic laboratories of P. Beiersdorf & Co., Hamburg, Germany, and is sold in extra large sized tubes everywhere. As only one-third of a brushful is used at a time, Pebeco saves money as well as teeth.

LEHN & FINK, Manufacturing Chemists, 162 William Street, New York

Canadian Office: 1 and 3 St. Helen St., Montreal



SEPTEMBER, 1914
NOW ON SALE

VANITY FAIR

PRICE 25 CENTS
ALL NEWSSTANDS

VANITY FAIR HAS A PARTY

Here are a few letters written to congratulate Vanity Fair on a birthday. They give you a fair idea of Vanity Fair; to have a really complete idea, you must read the September number, now ready. Have you your copy?

BIRTHDAYS! Well, every number I read makes me a year younger, so don't carry this thing too far. As regards the heights you have already reached, congratulations!

—SAMUEL MERWIN.

VANITY FAIR is a wonderful baby. Its second summer, strange to say, finds it sound and lively, and free from the usual perils of intestine war.

Mr. Choate has an eye for a baby

Joseph H Choate

KEEP on amusing us. If you amuse us we may be instructed and improved. But if you deliberately tried to instruct and improve us, we should be bored. I congratulate you on having the spirit of the 18th century; the spirit of the club, the town, the market place and of good society. Long may you wave.

—FREDERICK JAMES GREGG.

A prophesy by Otis Skinner

FOR a long time men have felt proud when their friends succeeded, and, as Vanity Fair is a friend of mine, I am more than proud of its success.

—CHARLES DANA GIBSON.

"You're the kind of brat I hate, and I'm very free to state
That so brazen is your juvenile precocity
That your vanity, though fair, is mighty hard to bear,
And at fifty you'll be simply an atrocity."

Otis Skinner

LET me congratulate you on having successfully carried your lively infant through its dangerous infancy.

Brander Matthews

I WANT, and mean, always to remain your devoted and admiring reader.

—MARY NASH.

VANITY FAIR has survived, and there must be a reason for it; a reason unknown to any but the general public. Is it possible that the general public really know something about running a magazine; that the editors don't know it all; that the public actually have thoughts, opinions, processes of reasoning? But I am treading on dangerous and revolutionary ground.

George Barr McCutcheon

IT argues no distinction on my part to read Vanity Fair. I find that *everybody* is reading it.

—FRANCES STARR.

Bored but impressed

CANDIDLY, Vanity Fair is annoying. It goes contrary to the established order. One is left, after reading it, with a sense of satisfaction, a feeling of having chatted, as it were, with a cheerful, well-informed friend, and one is inclined to look forward with eagerness to the next meeting. This is not right. An editor should talk down, or preach up, to a group of non-existent types. Remember: the reader should be bored, but impressed.

—GEORGE BARR BAKER.

I FIND that I really need Vanity Fair. It keeps me a little in touch with all the fripperies, insincerities, vanities, decadent arts and sinister pleasures of life.

Jack London

THE names of the creators of this Vanity Fair should be listed with those of the late Messrs. Bunyan and Thackeray. May the candles increase until the birthday cake will hold no more.

—JAMES S. METCALFE.

IT was the progressive pilgrim who first side-stepped along the primrose paths of Vanity Fair. If the Vanity Fair created by Mr. Bunyan was as alluring as yours, who shall blame the youthful pilgrim for stopping by the way?

Jean Sawyer

All better class newsstands have the September Vanity Fair

Good Things for Your Table

IT might be pleasant to live, like the Swiss Family Robinson, on a tropical island completely supplied with breadfruit trees, cocoanut palms, pineapples, and various other ready prepared fruits. For a short while one would possibly not regret the absence of such delicacies as can be secured through the best American grocers.

But since America is not yet an enchanted island, it is very satisfactory to have here in Vogue a compact list of the best prepared foods and delicacies that we know. Some of their manufacturers offer samples, and others will supply recipe books and price lists.

Glance through these pages now and see if you do not find something well worth trying on your own table or at your next party.

UNUSUAL CUT GLASS

For Your Table in Winter

When your friends gather around your hospitable table the cut glass will be more conspicuous than anything else. Their hands will touch the delicate glasses filled with sparkling wine and their eyes will delight in the unique designs of bowls and dishes if you use

TUTHILL CUT GLASS

This is designed and fashioned by expert artists and comes in a great variety of designs and weights at reasonable prices.

SEND FOR BOOKLET

TUTHILL CUT GLASS COMPANY

MIDDLETOWN NEW YORK

Datenut BUTTER

Your guests for luncheon or tea will like it—something new—"awfully good" and very nourishing beside. Nothing better for children—an ideal spread for bread. Made from Dromedary Dates and selected nuts. Try a jar today.

Made by the packers of the famous Dromedary Dates. 15c jar sent postpaid to any address for 15c.

THE HILLS BROTHERS CO. 375 Washington Street New York City

TOWLE'S
LOG CABIN
CANE AND
MAPLE SYRUP

has been on the market for thirty years—the same rich quality, the same tempting flavor of pure maple, the same wholesome purity. It's all in the perfect blending of pure Vermont maple and pure granulated cane sugar syrup, THE TOWLE PROCESS.

You'll be delighted with Log Cabin served over your wheat cakes, waffles or muffins. It is also very fine on custards, puddings and other favorite desserts.

Send today for our Free Recipe Book and a Free miniature can of Log Cabin Syrup.

THE TOWLE MAPLE PRODUCTS CO.
Dept. A-6, St. Paul, Minnesota

For the HOSTESS

SINCE the world is dance mad and a graphophone can furnish music, informal dinner-dances are more popular than ever. A few suggestions, therefore, for the dinner which precedes so small and informal a dance may be welcome, for upon the successful dining of the guests may depend the success of the whole evening. If the dinner is to be a small one of about twelve covers, it may be served by a butler and a footman, or by two maids, with a third maid outside to take the used dishes from the servants when they reach the pantry, and to have the next course in readiness to hand them. As soon as the guests are all assembled in the drawing-room, the butler should come in and serve the cocktails, and a footman should follow with caviar made into dainty sandwiches. A few moments later the butler should return to take the empty glasses and to announce dinner.

THE SETTING FOR THE DINNER

The flowers for the centerpiece may be placed in a vase of silver and glass, with a silver platter to match, as this combination is at present much in vogue. There may be a silver candlestick at each corner of the table, or two candelabra, one at each end. It is quite correct to use unshaded candles, though dainty shades to match the flowers are usually considered prettier.

Silver service plates will reflect the light on their shining surfaces and will add greatly to the brightness of the table. To the right of each of the service plates should be one dinner knife, one smaller knife, a soup spoon, and, perhaps, an oyster fork beside. The napkin to match the cloth wrapped daintily around a small, square piece of bread, a crescent, or a roll of some kind should be placed at the right of the oyster fork. To the left of the service plate should be two, or sometimes three, forks of varying shapes and sizes. Additional silver is brought on as it is required. Above the plates, and a little to the right, should be the glasses of cut or engraved glass,—one already filled with iced water, the other empty and ready to receive the sherry, the champagne, or whatever wine may be served. Opposite the glasses, and a little to the left, may be placed individual, silver nut dishes containing salted almonds. If desired, each guest may have flowers: boutonnières at the gentlemen's places, and dainty bouquets for the ladies to carry out the color scheme. Around the centerpiece may be placed silver bonbonnières filled with nuts, with olives or radishes, and with candies. Some candies may be of dainty coloring to match the flowers, and others, chocolates, which, though not so pretty to look at, are usually more delicious. This completes the setting of the table.

THE SERVICE

Oysters, soup, then fish, and after that a roast or poultry with two or three vegetables, followed by salad, then dessert and coffee, make up the usual dinner. If it be desired to serve still more courses, an entrée, such as creamed sweetbreads, may be served between the fish and the roast, or terrapin may be added just before the salad.

As to the serving, one plate is always removed as the one for the next course is put down, except after the salad course, when all plates, olive and nut dishes, and salts and peppers, are removed, and the table is crumbed before the dessert is served. Between courses, a butler or a maid passes the nuts and olives, and sees that all empty water glasses are filled.

Sherry is served at the beginning of the dinner, but champagne not until the main meat course. For this course, the butler passes the roast, and the footman follows immediately with a vegetable, for as this is the most elaborate course, and, therefore, the hardest to serve, it must be served quickly in order to have it hot.

After the dessert it is rather customary for the ladies to have their coffee and liqueur served in the drawing-room, while the men stay and have theirs in the dining-room with their cigars.

A dinner menu which is simple in preparation is as follows:

Iced Fruit in Glasses
Clear Soup with Pulled Bread
Soft-shell Crabs with Cucumbers and Pimentos
Roast Duckling
Fresh Peas Apple Sauce
Salad
Blackberry Ice Cakes
Coffee

Any seasonable fruit may be iced and served as the opening course of the dinner menu suggested. It should be diced and handled always with a fork and a fruit knife, and not allowed to touch the fingers. When a sufficient quantity to fill sherbet glasses is prepared, the whole should be put into a glass jar on the ice so that it will be thoroughly chilled through. Just before dinner is announced, the glasses are set each one on a salad or dessert plate to be served as soon as the guests are seated.

The soup should be well cleared and seasoned with sherry. Pulled bread is made by breaking a fairly stale loaf into small pieces. The pieces are placed on a pan in the oven until fairly well browned and are as dry as toast and brittle.

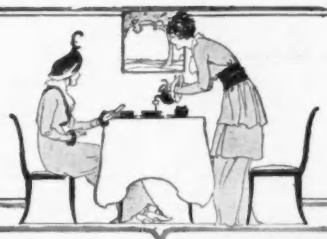
Medium-sized crabs should be selected for the fish course, and fried plain or in bread-crumbs. A good sized cucumber peeled and cut in very thin slices in such a way as to preserve its original shape is placed on a small, long dish, and a very oily French dressing is poured over it. Pimentos cut in narrow strips are laid on the top of the cucumber.

No special directions are needed for the roast. The peas should be shelled and placed in water which is already boiling and into which a pinch of soda has been dropped, and cooked with the cover on. It is by following these simple details that vegetables are delicious.

RUSSIAN SALAD DRESSING

The inner leaves of a lettuce, with pot cheese and Bar-le-Duc, make an appetizing, light salad. If something new is desired for the salad course a rich dressing which has been pronounced excellent by many epicures may be suggested. It is known as "Russian Dressing," and is made with three parts of mayonnaise and one part of chilli sauce. To the mayonnaise and chilli sauce should be added a sprinkling of chopped olives, Bengal chutney to taste, celery salt, a little tarragon vinegar, and chopped pimentos. This dressing is delicious either with quartered hearts of lettuce or with endive.

Blackberries when strained and frozen make an ice that is delightful in color and flavor. It should be served on a platter which has first been covered with a fancy, white lace paper. Such a detail adds greatly to the appearance of a dish.

FOR THE  HOSTESS

Serve Your Guest The Very Best

Educator Toasterettes

The original Buttered, Salted and Toasted Crackers—give snap to the soup and zest to the salad. At your dealer's in tins, packages, or by the pound.

EDUCATOR CRACKERS

JOHNSON EDUCATOR FOOD CO.
37 Batterymarch St. Boston, Mass.

School-Days are "Nut-Let" Days—
"NUT-LET" PEANUT BUTTER

is a "first aid" to Nature in making strong, healthy children. For school lunches and snacks between meals, it is most delicious, nourishing and economical. "Grown-ups" like it too. The best way to realize its fine flavor and its many uses is to buy a trial jar. Say "Nut-Let" and get the best.

If your dealer can not supply "Nut-Let," we will send a 10c jar and a valuable booklet of "Home Helps" on receipt of his name and 10 cents in stamps or coin.

BOSMAN & LOHMAN CO. Norfolk, Va.

Cake Secrets 36-Page Book FREE

Contains many cake recipes, thoroughly tried and tested, also valuable hints on cake baking. One woman writes us: "I learned more about cake making from 'Cake Secrets' than from any other book." Write today for this book.

For Home Cake Baking

SWANS DOWN PREPARED CAKE FLOUR
Not Self-Rising

Makes Lightest, Finest, Whitest Cakes and Puddings, keeping qualities just as good in July as December. Endorsed and used for 16 years by best cooking teachers. Sold by leading grocers in clean, sanitary packages. If you cannot get it, write us.

IGLEHEART BROS., Dept. V, Evansville, Ind., U. S. A.

CLYSMIC

The King of Table Waters

A SPARKLE OF THE FIRST WATER THAT RADIATES GOOD CHEER

"Cream Puffs" are Dainty, Pillow-shaped Mints, Soft and Creamy, Crystal-covered

Whitman's

Your guests will appreciate your thoughtfulness whenever you serve Whitman's Cream Puffs. 25c a box at your Whitman agency, or by mail if no agent is near. Write for "List of Good Things."

Try These Dinner Sweets

Mellow Cream Peppermints, Minty Mallows, Mint Jelly Dainties, Old Time Favorites.

STEPHEN F. WHITMAN & SON, Inc., Philadelphia

Makers of Whitman's Instantaneous Chocolate and Marshmallow Whip

Delight Your Guests

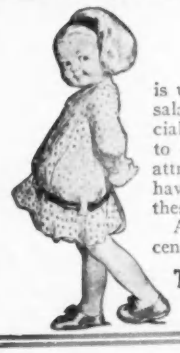
DAVIS DELICACIES from Ocean, Farm and Orchard keep the hostess constantly prepared for any food emergency, whether course dinner, luncheon or informal "snack." We pack in a keepable way and deliver to your door Sea Foods, Cured Meats, Vegetables and Fruits of a quality rarely found in any market.

We guarantee satisfaction. Write now for latest list.

DAVIS DELICACIES GLOUCESTER MASS. FROM OCEAN, FARM & ORCHARD

FRANK E. DAVIS COMPANY
53 Central Wharf
Gloucester, Mass.

Avoid Household Worries



JELL-O

is used in making particularly appetizing salads as well as desserts, it being especially valuable for giving form and beauty to dishes which have never before been attractive, however good to eat they may have been. Lemon Jell-O is used for these salads.

All grocers sell the seven flavors, 10 cents each.

The GENESEE PURE FOOD CO.
Leroy, N. Y.

Armour's Grape Juice

The ideal fruit juice—pure, healthful, delicious. Invaluable for punch, sherbet and fruit salad as well as the popular cooling drink.

Put up in quarts, pints and splits,

Order by the case from your grocer or druggist.

ARMOUR AND COMPANY Dept. A-44 Chicago

The *only* refined coffee. *Not* a "treated" coffee.

G. WASHINGTON'S INSTANT COFFEE bears precisely the same relation to the coffee bean that pure granulated sugar bears to sugar-cane. All the fibrous matter—all the disturbing oils and acids are refined away. Only the pure, crystallized goodness of the coffee remains—the harmless part, the part with the flavor.

For delicious coffee, you use G. Washington's exactly as you use sugar.

Put the desired amount in a cup of boiling water—it dissolves instantly. You gauge the flavor and strength desired by the quantity used, just as you regulate the sweetness with sugar. Also dissolves instantly in cold water.

At all food stores. Two sizes, 30c—90c (except in extreme West and South).

If your dealer hasn't it, send us 30c and we will mail you a can

G. WASHINGTON COFFEE SALES CO., 79 WALL STREET, NEW YORK

"What Kind of Tea is This?"

Your friends will ask "What wonderful tea is this—it is SO different"—when they ask for a second cup of

Darjeeling Golden Orange Pekoe Tea

This is our tea that comes all the way from the far-off hill station in the Bhagalpur district of Bengal, in India. There it's grown in primitive fashion by the natives with a crude stick for a plow—and that is why so little is raised each year.

We have arranged to get small shipments of Darjeeling Tea and shall be glad to send it to you in its original Indian sealed tin. Its price, delivered, is $2.00 the pound in the United States. We believe that this is the most expensive tea procurable. If you do not agree with us that this is also the best tea you ever drank we will refund your money without question.

G. F. HEUBLEIN & BRO., 164 TRUMBULL ST., HARTFORD, CONN.

We announce the opening of our new branch store De Luxe *at*

Fifth Avenue 381
Between 35th & 36th Sts.

CAMMEYER
NEW YORK

Also at 6th Ave & 20th St.

Shaving Powder for Women's Use?

Why not? The sensible woman with a good complexion is not afraid of soap on her face (see letter below) if it is

COLGATE'S

My Dear Mary:— June 14th

When you hear what I have been doing you will laugh and think as usual I am crazy, but I have found out a secret of eternal youth, just one of the secrets, but every one helps. It happened in this wise. Clara was spending the week-end with me and we had been motoring. After we returned and were trying to get the dust out of our hair and clothes, Clara said: "Oh, I have forgotten my shaving brush and powder." I asked facetiously if she were the bearded lady. But I was told to listen and learn.

It seems that some bright soul had noticed that it was the exception when a man did not have a good skin; there must be a reason for it; ergo, men shaved every day, and used soap and water. So the idea germinated and soon the girls were buying shaving brushes and shaving soap.

The process is this—lather your face just as a man does, have a good lather, too, then either with the fingers or with a little rubber massage brush, rub the face well, rub the soap in, then do it again. After this, wash the face with hot water, and afterwards with cold water, for it is said that hot water alone makes wrinkles. After this I use just a very little cold cream to soften the skin, just as a man does.

You must try it. It makes your skin feel wonderful and look wonderful, too, so clear and alive. I do it about twice a week or oftener if I have been for a long motor trip. Your skin will respond almost at once, and if you keep it up, you will have people raving about it as they have about mine this winter.

Good-bye and tell me soon what you think of this idea. Lovingly yours,

(Name furnished on request)

The best part of this is that *any* Colgate Toilet Soap may be used on the face with absolute safety. Many women find Cashmere Bouquet their ideal Toilet Soap. As a preparation for massage with Colgate's Charms Cold Cream nothing could be better than the method of the writer of this letter.

You can get Colgate's Toilet Soaps at your dealer's—or send 4c in stamps for a trial size cake of the famous Cashmere Bouquet Soap.

COLGATE & CO.

Dept. 45 199 Fulton Street New York

ON HER DRESSING-TABLE

A MODISH slenderness is the result promised by the use of certain close-fitting rubber garments. It is generally conceded that perspiration is the cure for many diseases because it stimulates circulation and eliminates waste matter through the pores. Excessive fat is an unhealthy condition caused by slow circulation which allows the fat globules to settle like sediment in one spot. The obvious cure is, "perspire and grow thin."

The woman who makes these rubber garments is a cheerful and energetic native of Holland. She was first masseuse, and then nurse, but it was while she was studying osteopathy that the fat-reducing value of rubber occurred to her. While engaged in dissecting laboratory subjects she wore rubber gloves, and after a while she noticed how thin and white her hands were growing, and presto! the idea was born.

The garments, which are made of the purest rubber, and are cut and fitted with a tailor's art, are very soft, and are worn next to the skin. They may be donned underneath a corset, but because of the excessive perspiration they often induce, it is more comfortable to wear them at night. One of their special values is the fact that they can be made for any part of the body which is disproportionately fat,—the chin, neck, bust, arms, waist, abdomen, hips, or legs. They can also be used as knee bandages and stockings.

Some idea of the quick results obtained by this method is exemplified in the use of these suits by jockeys, who the day before a race will ride for miles in a rubber suit to get themselves in condition for the morrow. Each of the garments is made with a double row of eyelets so that as one reduces the rubber apparel can be made smaller by cutting off a row of eyelets. The garments range in price from $2 up to $45.

THE RITES OF THE BATH

There is a liquid to rub on the hands after drying them from a bath, which is said to do wonders in bleaching and softening them. This may not interest the athletic summer girl, but there are still some "unstrenuous" women left, whose moment comes after six o'clock, when evening clothes disclose pretty, white arms and white hands that are gratifyingly conspicuous among the tanned ones of their athletic sisters. This particular preparation costs $1.75 and $2.75 a bottle.

ONE THOUSAND STRONG

A chain of one thousand establishments strung from New York to San Francisco stands witness to the success of a certain system of beauty culture, which bears the name and is said to make use of the recipes of a sixteenth century, Italian physician. The value and variety of the creams employed, an instantaneous skin bleaching process, an electric massage, and a treatment for acne are the specialties upon which this concern particularly prides itself. At this time of the year, this bleaching process will be of peculiar interest to the women who wish to possess untanned complexions during the fast approaching winter.

As beauty does not lie in the face alone, care must also be taken of the hair, so use is made of the prismatic ray treatment for stimulating the scalp, or of the hot oil treatment, or both in combination.

The preparations of this firm vary in price from 25 cents to $2 each, and the treatments are $1.25 and $1.50.

A HAIR SPECIALIST

"My knowledge and understanding of human hair may be said to be an inheritance, for my father and mother were in the hair-goods business before me," says a German woman who for twenty-five years has successfully maintained a hair-dressing establishment in New York. Though she keeps up with the latest styles in hair-dressing, she is best known for her care and skill in matching new hair to old. As she imports hair in unusually large quantities, she has many gradations in color from which to choose, and her patronesses profit thereby. She is able to supply all shades of hair, except white, in any quality at a reasonable price. It will be of interest to women who have hesitated to add to their scant locks because these locks chanced to be of an odd shade, to learn that, regardless of color, a pompadour to wear underneath the hair costs $8, and transformations to wear on the outside may be had for from $15 up, according to size. For hair-dressing and marcel waving, 50 cents is charged; a water wave is put in for $1.

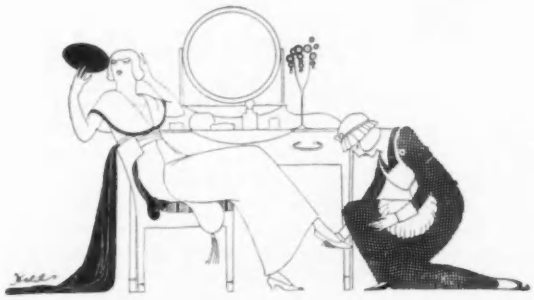
Although the fad for colored wigs has died a death more natural than its life, they will still be worn occasionally for fancy dress. At this establishment a wig in any one of a large variety of shades may be purchased for $25, and a wig may be rented for $2.

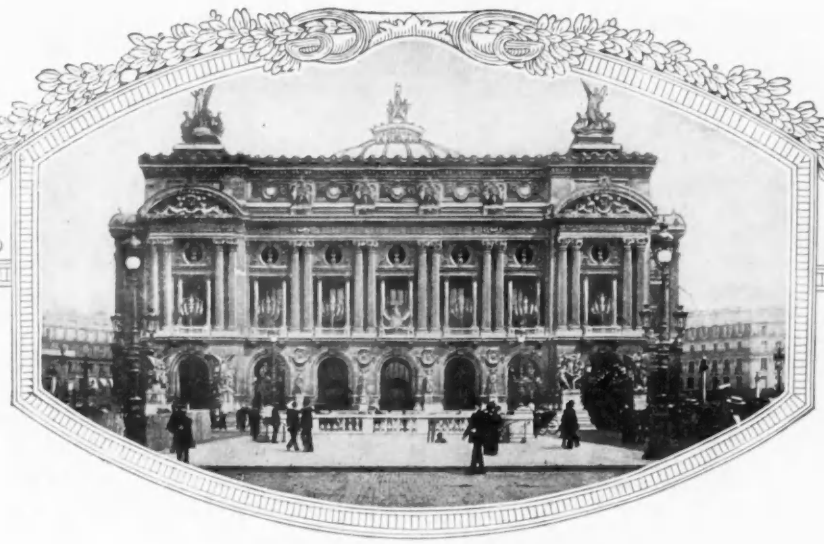
TO GUARD AGAINST SUNBURN

Milk of cucumbers and orris form a combination that is grateful and efficacious if one suffers from sun and wind burn. This preparation can be had in several makes which are all good, for 75 cents and $1 a bottle. At this time of the year, the perfumers and beauty specialists, large and small, are putting up flower and fruit jellies, creams, and washes, which are excellent for those with whose skin they agree. Nor should one forget the homely buttermilk, excellent for both internal and external use.

For some women, benzoins and vinegars have a place in the order of the bath that salts can not fill; these waters can be obtained in drug stores and department stores for prices which vary from 50 cents to $1 a bottle.

[*Note.—Readers of Vogue inquiring for names of shops where dressing-table articles are purchasable should enclose a stamped and addressed envelope for reply, and state page and date.*]





Le Grand Opera
Paris

WHEREVER women of fashion gather, Haas Dress Fabrics are in evidence. Wonderful in weave and texture, beautiful in coloring, they are indeed the last word in the Fashion-fabric world.

Radium Velvet

A marvelous velvet, soft and chiffon-like, finished with a high lustre, satin effect. For gowns and wraps it is most appropriate.

Satin d'Amour
REGISTERED

A shimmering satin of the softest quality — truly the last word in fabrics for evening gowns of exquisite character.

Kittens Ear Cloth
REGISTERED

A soft, lustrous cloth of the finest quality—has a beautiful sheen and is most desirable for the new Fall styles in tailored gowns.

Haas Dress Fabrics appear at their best in these new and smart colorings:

Tête de Nègre — Mysterious Green — Saumon — Orchid

We will be pleased to send you a list of Dressmakers and Ladies' Tailors who can show you the Haas Brothers Blue Book of Fabrics, in which these materials are shown. Haas Dress Fabrics are sold by leading Dressmakers and Ladies' Tailors exclusively.

HAAS BROTHERS
Distinctive Dress Fabrics

PARIS: Rue de Pyramides NEW YORK: 303 Fifth Avenue

The Modern Prescription

"Dougherty's French Mattress For You"

BECAUSE it is the most perfect sleep producer known. Nine-tenths of your troubles are imaginary; caused by lack of proper sleeping apparatus. You do not need psychology to make you forceful; save all the money it would cost you for "cures" and "methods," get this French Mattress and let sleep knit up the ravelled sleeve of care, and awake to conquer.

Troubles Vanish Under Its Influence Like Rumples Under a Hot Iron.

This mattress is backed by years of merit. It is all hand-made and not by ordinary upholsterers, but by experts trained under our own methods and constantly in our employ, under a special process approved by the Pennsylvania State Board of Health and used only by us.

We own and operate the largest, best appointed bedding factory in this section of the United States.

Our productions are known all over the land as standard of excellence and value.

The name Dougherty guarantees the refund to you of the full purchase price, if you should find the mattress is not made and filled exactly as we claim.

We will ship direct to you from our factory in a specially sterilized covering

The "French" Mattress

Used extensively in France and on the Continent. The most luxurious Mattress that can be made.

(CUT OPEN TO SHOW CONSTRUCTION)

Constructed of double super extra black drawings (horse hair), best obtainable, enveloped with carded fleece wool, top and bottom, covered with imported LeNouveau linen ticking, extra stitched edge We recommend this mattress made in one piece.

Regular full size, price . $55.00

Other sizes at proportionate prices.

Carefully packed (crated). Freight allowed to all points east of Mississippi River. *Send for Free Booklet.*

H. D. Dougherty & Co., Inc.

Warerooms: 1632 Chestnut St.
Factory: 17th and Indiana Ave.
PHILADELPHIA

ANSWERS TO CORRESPONDENTS

VOGUE invites questions on dress, social conventions, etiquette, entertaining, household decoration, schools, and the shops. Any reader may have an answer on these and similar topics; Vogue stands ready to fill the rôle of an authoritative, friendly adviser.

Because fashion is so variable, and depends so much on who you are and where you are, it is always better to secure a reliable answer to each problem than to run the risk of making a mistake. Before asking Vogue, please read carefully the following rules:

(1) Addresses of where to purchase any article will be sent by mail without charge and as promptly as possible, provided that a self-addressed, stamped envelope accompanies request.

(2) Answers to questions of limited length and unlimited as to time of answer will be published in Vogue at its convenience without charge.

(3) Ten-day questions. Answers sent by mail within ten days after receipt. Fee, 25 cents for each question.

(4) Confidential questions. Answers sent by mail within six days after receipt. These answers will not be published without permission. Fee, $2.

(A) The right to decline to answer is in all cases reserved to Vogue.

(B) The writer's full name and address must accompany all questions asked of Vogue.

(C) Self-addressed and stamped envelope must accompany all questions which are to receive answers by mail.

(D) Correspondents will please observe carefully the rule of writing on one side of their letter-paper, only.

MOURNING FOR A CHILD

MRS. H. M. L.:—Will you kindly give me suggestions about the etiquette of mourning for a child?

Ans.—The question of mourning is essentially a personal one, and is usually decided by individual feelings in the matter. It may be necessary to go into the world and try to interest oneself in the lives of others. If that is the case, very deep mourning is in bad taste. A heavy crape veil should never be seen in any place of amusement.

A mother who has lost a child is not expected to make formal calls, until she goes out of mourning.

It is usual now for parents to have an engraved card with a black border, saying that Mr. and Mrs. ——— wish to express their thanks for the kind sympathy extended to them in their bereavement. This card may be used in replying to the notes, flowers, and cards that are sent, if one is not equal to writing personal notes of thanks in reply to them. It is not necessary to return the calls made except by sending one's visiting card.

A HOME WEDDING

MISS G. M.:—Will you please outline for me a detailed plan for a home wedding?

Ans.—In a home wedding, the first thing is to decide upon the room best suited for the ceremony. A room with a bay window is most desirable, for such a window makes an attractive space for an improvised altar. The background should be formed by grouping palms and potted flowers, or by erecting wire screens entwined with vines and flowers. In front of these should be placed an improvised altar-rail and a kneeling bench, behind which the clergyman should stand while performing the ceremony.

Smilax, branches, and other greens may be used to bank the mantelpiece. Assuming that the spot chosen for the ceremony is in the most imposing room, with as long a sweep as possible through which the wedding procession may pass, we suggest that boys make an aisle through the midst of the guests by holding long white ribbons. The respective families of the bride and groom take their places outside of the ribbons, on each side of the chancel.

If there is a door near the altar, the groom and the best man, as well as the clergyman, usually enter through it and take their places as in a church ceremony. Otherwise they walk up the aisle before the wedding march begins. A ring bearer is a pleasingly novel touch. The small boy chosen for this office should follow the groom, bearing the ring on a white satin cushion.

At a home wedding, recently, an oriental fashion was carried out, and the bride entered accompanied only by her bridesmaids, her father waiting near the altar ready to step forward and give her to the groom. The effect was charming and picuresque. When this plan is followed, the maid of honor leads by six paces, and the bride follows her, slightly in advance of the bridesmaids. If there are only two bridesmaids, they should walk close enough to seem to be on each side of the bride. When the bride enters on the arm of her father, the bridesmaids precede her to the altar.

If you have a large staff of servants for the wedding repast, it is a good plan to have small tables at which four or six guests may be seated. There should be a separate table for the bridal party, however, at which the best man sits at the left of the bride, then the maid of honor, clergyman, parents, and any important member of the families. The bridal table should have the bride's cake as a centerpiece.

HENRI BENDEL

We have received our full importation of

Gowns

Millinery

Furs

Novelties

10-12 West Fifty-Seventh St., New York City

REICH

Importers

Come and see our **$15.00** hat

553 Fifth Avenue
NEW YORK

Paris

New York

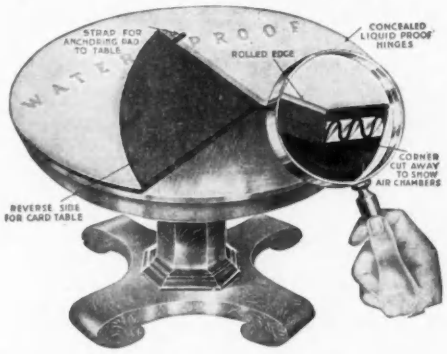
ANNETTE EFROS

Maison pour jeune filles.

547 Fifth Avenue
1 East 45th Street

Spill a Gallon of Hot Gravy

on the surface of a



★ McKay Ventilated Table Pad

and not a drop will reach your table, nor will any of it be absorbed by the pad. Wash the surface of the pad with soap and water, or a damp cloth and not a trace of the gravy will remain.

Ventilated Air Chambers absorb and carry away the heat, keeping the pad dry and sanitary, and entirely heat-proof.

Invert the pad, and the beautiful felt or flannel makes an excellent card table or study table out of your dining table.

Simply draw the looped straps into the crack at the center of the table and close or lock the table. The pad will then be firmly anchored in position and cannot slip nor slide.

No cut edges exposed. No stitches to break or gather dirt. "If there's a single stitch in the surface it's not a McKay."

A positive guarantee with every pad.

BEWARE OF IMITATIONS. Look for this TRADE MARK.

Write us for samples, booklet and dealer's name.

Lydon-Bricher Mfg. Co.

266 Central Ave. MINNEAPOLIS, MINN.

Dr. J. Parker Pray's

No. 1932 Guaranteed under the FOOD and DRUGS ACT June 30, 1906.
ESTABLISHED 1868.

ROSALINE

Cannot be detected, gives the face and nails a delicate rose tint that is truly beautiful. ROSALINE is not affected by perspiration or displaced by bathing. Jars, 25 cents.

DIAMOND NAIL ENAMEL

A powder free from grit, producing an immediate and lasting polish. Its delicate rose tint will not discolor the skin or cuticular fold of the nails. Diamond shape box 25 & 50c.

CREAM VAN OLA

For softening and whitening the skin. Feeds and nourishes the tissues. Preserves a beautiful complexion and restores a faded one. Jars, 25 cents.

ONGOLINE

Bleaches and cleans the nails, removes ink, hosiery and glove stains from the skin; guaranteed harmless. Bottles, 50c.

HYGENIA

A refreshing and beneficial face powder for beautifying the skin. It will not clog the pores. Adhesive, spreads smoothly. Flesh and white. 50c a box.

GLORA LILY LOTION

An emulsion which softens and whitens the hands and complexion; removes tan and redness; cures rough, dry skin and will not irritate the most sensitive skin; imparts a refreshing sensation with fragrant perfume. 4 oz. bottles, 50 cents.

Send stamp for illustrated catalogue of prices. Goods sent on receipt of price and 10c extra for postage.

DR. J. PARKER PRAY CO.
Sole Manufacturers and Proprietors
10 and 12 East 23d Street, New York

SELECT YOUR FURS BEFORE OCT. 10th SAVE 15%

Each year we offer to the subscribers of Vogue an early Fall discount on Furs.

If you will anticipate your requirements a few weeks ahead and take advantage of this Special Price Offer, you can buy the best quality correct style Furs for the coming season at 15% discount by ordering before Oct. 10th, 1914.

CORRECT FURS

You will find many beautiful Furs of different kinds illustrated, described and prices in our new Albrecht's "Fur Facts and Fashions" for the season of 1914-15.

This valuable book is not a Catalog—it is a Buyers' Fur Guide and contains a world of interesting information.

It tells you just what is the correct style and the proper kind of Fur to wear this season—also how to care for your Furs.

Albrecht Furs

1855

GUARANTEED

To those who KNOW Furs, the Albrecht Guaranty Bond of Certifying to the kind of Fur, the quality of material used, and the workmanship is an additional protection.

Those who do not know Furs, the Albrecht Guaranty Bond fully protects.

The Albrecht Quality label backed by 59 years' experience on each garment or muff is also for your guidance and is your assurance that the Fur you purchase is not only exactly as represented, but that the **price is right.**

SEND TODAY

The Big Fur Book that we will send you upon request illustrates over a thousand garments, neckpieces and muffs—it is a 54-page education on all varieties of Furs—contains just the kind of information you have always wanted.

In it you will find the latest designs and styles, and by sending **now** you can save 15%—a worthwhile reduction on your Furs. All Furs shipped subject to inspection at our risk.

In requesting this Fur Book you obligate yourself in no way—simply enclose 4c for postage. Write today. Please address us "Station F." Ask for Albrecht's "Fur Facts and Fashions" No. 15.

E. Albrecht & Son
Founded 1855
Albrecht Corner St Paul Minn.

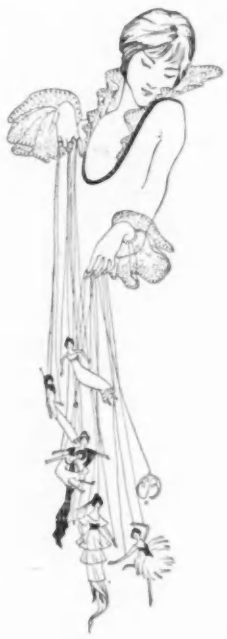
WHAT THEY SAY

A SOCIETY note of international importance is this: the Huertas have left Mexico for an indefinite stay abroad. And thereby hangs a tale,—a tale of shrewdness and wise provision for the future. Huerta, former dictator in Mexico, and thorn in the flesh of the administration of the United States, has been laying by pennies against this rainy day. He has laid by a fortune of ten million dollars or more. This is quite in keeping with the custom of other fallen dictators from the new world. Former presidents of Central and South American states, who were retired for the good of their countries, have dazzled Europe with their opulence. Their great wealth forms a striking contrast to the destitution of some of the kings and queens who have lost their thrones.

Ex-King Francis of Naples and his queen had to resort to the pawn shops; ex-King Milan of Servia used to lie in wait for friends from whom he could borrow a few dollars, and Napoleon III and ex-Empress Eugénie were not at all prepared to meet the world when they lost their throne in 1870; they were obliged to sell their personal jewels at auction. Now their jewels and others are passing to ex-rulers from the new world who enriched themselves while in office to be comfortable in exile.

MICROPHOTOGRAPHY

The fraudulent art dealer seems to be caught in the meshes of science. "Picture factories" in Europe have been working overtime to produce Corots, and "old masters," and anything else in fact that the trade would stand and that Americans would buy. It goes without saying that every art lover can not be an expert on forgery. But now we have the aid of microscopic photography, as perfected by Professor Laurie of Edinburgh. By a photograph many times enlarged it will be possible to determine differences between new and old paint, both by surface appearance and by differences due to varying methods of grinding the pigment.



But Professor Laurie has gone further than this. He has prepared lists of the characteristic pigments used in each era, and by careful investigation of colors, it is possible to fix the epoch of a picture. Thus if a so-called "old master" contains pigments not in use until the nineteenth century, the fraud is apparent at once. Again it is known that certain artists were in the habit of using certain colors, or colors peculiar to themselves and practically unused by other artists. Hence, if upon microscopic study a picture is found to contain these colors, the presumption is in favor of its authenticity.

A microphotograph may be preserved as long as desired, and thus be ready for consultation at a moment's notice. Science is once more shown to be a relentless foe of fraud.

A WORLD FREED FROM WORRY

It is not necessary for human beings to worry any more. Once upon a time, they did a fair share of worrying, but now an insurance company has arisen to put an end to such nonsense. The golfer, for instance, is freed from his old-time fear, on account of the unpleasantness that might ensue, of removing a fellow-player's ear. The insurance company has removed the hazard! The policyholder has his damages and lawyers' fees paid for him, and all for four dollars a year. Whether this results in more reckless playing remains to be seen. In any case, the player need no longer worry about the outcome. And worry, we are told, claims more victims than gout or any other popular malady.

This public-spirited insurance company is not satisfied with merely setting the golfer's conscience at rest. It proposes, also, to make life one long, sweet dream for milady who wears ropes of pearls. Pearls are fragile and necklaces have a way of becoming unstrung and falling on the floor. The danger in the ballroom is not from pilfering fingers, but from clumsy feet. In such a case, the company makes good the loss; a few pearls, more or less, trampled under foot, give no concern to the wise policyholder. Through the beneficence of the insurance company, casting pearls before swine is likely to become a popular sport. This is true philanthropy (and at a good per cent.). But, on second thought, would not life be robbed of half its joy if we had nothing to worry about?

"SNAKES ALIVE!"

Cruel and unusual punishment is forbidden by the constitution of the United States, and yet it has recently been inflicted, and we have no case, though the abuse has been aimed at one of our tenderest spots—our slang. It is an Englishman who has committed the offense by publishing a book, "Passing English of the Victorian Era," in which he boldly ventures to define and describe American slang. The sinner is Mr. J. Redding Ware, and he ought to know better. No native would be rash enough to undertake such a philological task, for though, of course, no one uses slang, every one understands that what Matthew Arnold calls "sweet reasonableness" is its sufficient justification. But to Mr. Ware, these picturesque expressions which come from nobody knows where can all be analyzed and explained. The poor man is certainly "up against it," as we (not he) would say. "Sakes alive" becomes with Mr. Ware, "snakes alive," and means "danger." A "chump" is "a youth (as a rule) who is in anyway cheated out of his money—especially by the so-called gentler sex." "Gee," he says, "is an oath-like expression, first syllable of Jerusalem." Why not of Jehovah or Jemina?

We might be tempted to "whoop-up" the book for its unconscious humor, except that we remember he defines "whoop-up" as "to tune a musical instrument." All of this remainds one of the schoolboy's translation of *pas à deux* as "father of twins."

Parker Brothers' Famous

PASTIME

Trade Mark

PICTURE PUZZLES

Absolutely Fascinating

These are the most finely made picture puzzles in the world. The subjects are all beautiful in color and of the highest type of representative modern art.

Pastime Picture Puzzles are a wonderful amusement and mind-rest. They are recommended by physicians for the latter and by **us for the fun they give.** Exquisitely cut, finely finished, they are a delight to handle.

Our new Illustrated list of Pastime Puzzles just issued will be mailed promptly upon receipt of request.

N. B.—The sale of Pastime Picture Puzzles is again upon the increase, the demand being almost double that of a year ago.

We are also sole owners and makers of the games:

ROOK, PLAZA, PIT and PING-PONG

and many other wholesome and delightful amusements.

SOLD BY ALL DEALERS

Drop a postal card for our illustrated PASTIME PUZZLE LIST and Catalogue of Games.

PARKER BROTHERS
(Incorporated)
SALEM, MASS., or Flatiron Building
NEW YORK

VOGUE

OCTOBER 1
Autumn Patterns

A display of 250 patterns, Vogue's own editorial selection of models—together with a multitude of suggestions about new materials, trimmings and accessories. These patterns are chosen for the woman who wishes to lift practical, simple, inexpensive gowning above the dead level of the commonplace. For a complete announcement of this great Autumn Pattern Number turn to page 8.

OCTOBER 15
Winter Fashions

A leisurely, comprehensive review of the new Winter mode in its every essential detail. This number tells you what to buy and where to shop—and how to make your money gain for you the greatest possible distinction in gowns, suits and hats. Also in the Winter Fashions Number you will find the new corsets, shoes, slippers, veils, gloves and furs.

NOVEMBER 1
Autumn Shopping

All New York will be in this number—all the best things from all the new stocks of all the best shops. A personally conducted tour through the little shops and the big stores; furthermore, Vogue's Shopping Service will buy for you without charge anything shown in this number, or in any other number, thus bringing the best New York shops to your door, no matter where you are.

SPEAK TO YOUR NEWSDEALER

To make quite sure of these three particularly important numbers, speak *now* to your newsdealer. Unlike other magazines, Vogue, is not fully "returnable" by the individual dealer to his big central magazine agency. Therefore, since the dealer must sell as many copies as he orders, he is not likely to have on hand even one more copy of Vogue than he positively expects to sell. But, by warning him in advance, he will be glad to put your Vogue on his order and to reserve it until you call.

IF YOUR VOGUE SEEMS LATE

Many readers do us a great favor, on occasion, by notifying us when Vogue is late in their cities. We are not less anxious than you to see that you receive each number in time. This autumn, however, a few of Vogue's issues are being published two or three days later than usual. For instance, do not expect the Autumn Pattern Number before September 28th, the Winter Fashions Number before October 12th, or the Shopping Number before October 26th. Before notifying us, therefore, please wait long enough to give each number a fair chance to arrive.

443 Fourth Avenue **VOGUE** New York City

A ROSE

by any other name might be just as sweet—but a rouge by any other name cannot be quite so good as the famous beautifier and "blushifier" which rivals the tint of the rose—

SUTOL
THE PERFECT ROUGE

A dry rouge which imparts the natural bloom to the cheek. It cannot be detected, and will not injure the most delicate skin. Not affected by perspiration, or sea-bathing—*remains until removed by soap and water.*

25 CENTS PER BOX
(Including Puff and Mirror)

At all the better stores everywhere or by mail postpaid to

THE ORIENTAL COMPANY
52 Ferry St., New York City

STOUT WOMEN

Women of irregular shape, women who make their own clothes, and women who desire to save the time, strain and annoyance of personal fitting

WRITE TO US

or call at our office for demonstration of the new
CRESSE-BAILE
"PLASTIC" DRESS FORM
by the use of which you can always have perfect fitting gowns

Entirely distinct and different from anything you have seen before. Call, write or 'phone for full particulars.

Cresse-Baile Company
334 Fifth Ave. (Entrance on 33d St.) New York
Phone 2373 Madison Sq.

Rainy Day Table

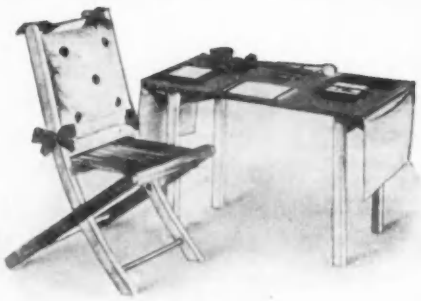
—*Patents Pending*—

Newest gifts for children.— A folding table with nine detachable occupations — absorbingly interesting and attractive.

Colors, tan and scarlet.

Table and chair, set $5.00, for boys or girls.

Special orders filled to suit individual age and requirements.



"Worth While" Christmas stockings from $2.00 up.
Wonderballs at $2.00.
Treasure trunks at $3.50 and $5.00 for little girls.

RAINY DAY TABLE COMPANY, P. O. Box 347, Newark, N. J.

WHAT THEY READ

ALTHOUGH a few popular novelists are mysteriously permitted to live on and earn from the undiscriminating not only bread and butter, but champagne and motor-cars, it is reported that the public appetite for fiction is declining. Fiction, as a matter of fact, has for a good many years past undertaken to usurp the function and field of most other literary forms. It has been for many readers not only fiction, but science, philosophy, politics, even poetry, and, of course, criticism.

Perhaps no literary form has suffered greater loss of popularity through the invasion of other fields by the novel, than the essay. Ten years ago it was hard to find a sale for a volume of essays unless the subjects treated were of really momentous current importance, and scores of such volumes containing the reprints of public addresses and papers of one kind or another by men conspicuous in politics, education, and science have fallen still-born from the press.

During the first three quarters of the nineteenth century, the essay was a well-recognized and widely popular literary form. Eminent thinkers chose it as their favorite mode of self-expression, and some volumes of nineteenth century essays are still important intellectual influences. The significant volumes of the kind, however, published within the last forty years, are far fewer, at least in proportion to the total contemporary literary product of the English-speaking peoples, than those of the preceding seventy-five years. Indeed, the literary essay appraising an important writer's works, character, or influence, had, a dozen years ago, almost disappeared from the lists of the publishers. Essays dealing with life and the aspects of letters are now reappearing, and men of many kinds are seeking to express themselves through this form of literature. It is sound instinct that leads the reading public to prefer the works of masters to the mere discussion of such works by men who are not acknowledged as masters, and the essay in criticism, except as a mere brief appraisement of books for the convenience of those who look for guidance as to what is worth reading in current literature, is not likely to regain its vogue, unless such men as was Robert Louis Stevenson take to discussing their contemporaries or their predecessors, near or remote, or so able a critic as Mr. Brownell will give us a new volume.

It seems probable, however, that the more cultivated part of the reading public is again disposed to lend ear with interest to the discursive essay on life and letters when it embodies the views of an interesting mind. Such a mind need not necessarily be powerful or widely known, but it must have some quality of distinction, perhaps, above all, a genuine sincerity. The essay of this sort must also have essential grace of form, if it is to be accepted by lovers of literature.

REINTRODUCING THE ESSAY

LITTLE ESSAYS IN LITERATURE AND LIFE, by PROFESSOR RICHARD BURTON, is a good example of such matter. The author's way of looking at things is interesting, and while he seems to take Oscar Wilde too seriously, perhaps to overrate Mark Twain, and certainly to undervalue Walt Whitman, he has the gift of saying really weighty and significant things about a great variety of subjects. His volume of more than three hundred and fifty solidly printed pages contains few essays of more than fifteen hundred words, yet there is not one of his more than sixty papers which is without something likely to do more than merely please the reader. One feels, meanwhile, that the author is, above all things, pleasing himself, which, after all, is one secret of successful writing. There must be several thousand "professors" of one thing or another in this country who are supposed to have ideas and the power of self-expression in literary form, but we trust that they shall not all be moved to write by the renewed vogue of the essay. That, indeed, would drive us back to fiction. (New York: The Century Co., $1.25 net.)

THE UNITED STATES AND PEACE, by WILLIAM H. TAFT, is a volume of four essays by one of the two living ex-presidents, prepared at the instigation of the New York Peace Society, with an explanatory foreword by Mr. Hamilton Holt. Mr. Taft discusses successively the "Monroe Doctrine," federal protection of aliens under treaty rights, "Arbitration Treaties, and Experiments in Federation." It is notable that Mr. Taft is at his best in discussing legal and constitutional questions, and at something much less than his best when he treats of partizan political questions. This volume shows him throughout at his best, for it has little or nothing to do with partizan politics.

As to the Monroe Doctrine, he is far from thinking it "played out," and he believes it makes for peace, though he acknowledges that its final sanction must be found in naval and military force. He argues for the constitutionality of legislation placing in the federal courts

(*Continued on page 92*)

This, Then, is One of Our Fall Ideas

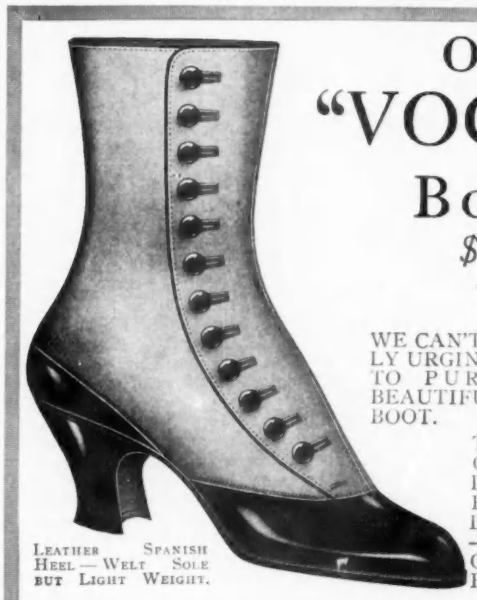
DESCRIPTION

This Covert Cloth suit with its long coat and strictly tailored skirt is one of Cheruit's smartest conceits. Again he has demonstrated his almost uncanny faculty for anticipating modes of tomorrow.

The Tailored Models for this season are both chic and sensible Callot, Cheruit, Bernard and Jenny brought out models of different lengths to suit the individual style of the wearer.

Our Imports and Adaptations are ready for your inspection, ranging in price from $55.00 to $250.00.

MAISON MAURICE
IMPORTERS
516 Fifth Ave. at 43rd Street
NEW YORK



O-G
"VOGUE"
Boot
$5

WE CAN'T HELP STRONGLY URGING OUR FRIENDS TO PURCHASE THIS BEAUTIFUL NEW O-G BOOT.

THE VAMP IS OF MEDIUM LENGTH IN PATENT AND DULL LEATHER —THE TOPS ARE OF GREY AND FAWN CLOTH.

LEATHER SPANISH HEEL — WELT SOLE BUT LIGHT WEIGHT.

Delivered FREE anywhere in the United States, upon receipt of price. Money refunded if not satisfactory.

MAY WE SEND YOU OUR
"BOOK OF THE O-G BOOTERIES"
for fall and winter 1914-15—the most interesting number we've ever issued? It is now ready for distribution. It is FREE.

O'CONNOR & GOLDBERG
MAIL ORDER ADDRESS:
205 S. State St., Republic Bldg., Chicago, Ill.

Griffiths

Gowns
Millinery

We invite your inspection of importations of

Gown and Millinery Models

Our selection of models is in accord with the highest style ideals of refined American women. These models are used not for duplication, but as sources of inspiration for the ideas we adopt to the personality of our patron.

410 South Michigan Avenue
Fine Arts Building
Chicago

The Over-sized Tire Brim Hat.
A radically new style of brim.
Perfectly soft but retains its shape.

ATCHISON & COMPANY
170 Fifth Avenue New York

Mrs. Adair

Ganesh Forehead Strap ($4, $5) for removing forehead lines.

Ganesh Chin Strap ($5, $6.50) for reducing the "double" chin.

Traces of Facial Imperfections Effectively Effaced

The little lines or hollows that creep into one's countenance and gradually mar the clear, blemishless complexion, are traces of *imperfection:* they are indications that the skin, tissues and muscles are not in *perfect* condition. A *perfect complexion,* free from unnecessary lines, hollows, puffiness, sagginess, coarse pores or discoloration, is possible only when correct scientific methods and preparations are employed.

The Muscle Strapping Treatments

originated by Mrs. Adair, have demonstrated that only remedial methods, reaching and directly effecting the underlying tissues and muscles, can bring about any degree of permanency in the removal of all skin or complexion blemishes.

Not only in the peculiar, gentle, invigorating tapping of the skin, but in the scientific, corrective, preparations used by Mrs. Adair's practitioners, lies the great success she has attained in Paris, London and New York in bringing back to the face, neck, chest and arms, that wonderful clearness and smoothness to the skin, and roundness of the features depicting the essentials of perfect beauty and feminine attractiveness. Treatments at the Salon (which leave the complexion and features in a healthy, normal condition easily maintained by the use of Mrs. Adair's home preparations) are $2.50 each, or less per treatment by the course.

Ganesh Preparations for Personal Use

For Dusty or Sunburned Skin. Ganesh Eastern Balm Cleansing Cream; good for sensitive skins. $3, $1.50, 75c.

For Tender, Dry Skin. Ganesh Eastern Balm Skin Food firms the muscles, fill hollows. $3.00, $1.50, 75c.

To Restore White Skin. Ganesh Lily Sulphur Lotion removes all redness. Prevents sunburn; cooling and refreshing. $2.50, $1.50. (Pink, Cream or White.)

To Remove Blackheads. Ganesh Beauty Sachets. Box of 20, $2.50.

Removing Lines. Ganesh Eastern Muscle Oil feeds the tissues and fills out all hollows, removes lines. $5, $2.50, $1.

Ganesh Brown Spot Lotion, for removing moth patches, $1.

For Loose Skin and Puffiness under the Eyes. Ganesh Eastern Diable Skin Tonic enables skin to withstand hot rooms, and resist the sun. $5, $2, 75c.

To Protect the Skin. Ganesh Parisian Beauty Neige Cream makes the skin like satin. Removes marks on the neck left by collars, etc.; hides blemishes. $1.50.

To Improve the Neck, Shoulders and Arms. Ganesh "Juno" is a special tissue food; will increase the size, round out and make firm. $2.25, $1.25.

For Freckles. Ganesh Freckle Cream. Applied before retiring and left on over night. $1.

Ganesh Eastern Flower Bloom, natural and good for the skin. $1.

Cheque Must Accompany All Mail Orders
Mrs. Adair's Free Lecture Book Instructs! Write for a Copy

557 Fifth Avenue, New York **Telephone 2839 Murray Hill**
LONDON, 92 New Bond Street, W. **PARIS, 5 rue Cambon**

WHAT THEY READ

(*Continued from page* 90)

the trial of persons criminally offending against aliens, a matter periodically debated whenever some foreign power seeks to call the federal government to account for outrages committed upon aliens within the jurisdiction of a state of the union. The essay on "Arbitration Treaties" is significant because the present administration has been extremely busy in negotiating such treaties, some of which may perhaps be rejected by the Senate.

In discussing "Experiments in Federation," Mr. Taft cautiously leads up to Tennyson's poetic idea of "the federation of the world." This small but significant and important volume deserves a thoughtful and respectful hearing from the nation at whose head Mr. Taft so recently stood. (New York: Charles Scribner's Sons, $1 net.)

ESSAYS AND MISCELLANIES, by JOSEPH S. AUERBACH, is a New York lawyer's views on politics, life, and books, with an introduction by Mr. Joseph H. Choate. The most significant of these essays is one calling upon the Democratic Party to repudiate the supposed executive usurpations of ex-President Roosevelt, among them his conduct in aiding to bring about the separation of Panama from Colombia, for which act the present administration now seeks to make amends. (New York: Harper and Brothers; two volumes, cloth, $3.)

WHAT IS IT TO BE EDUCATED? by C. HANFORD HENDERSON, among the most pregnant chapters of which are those on "Religion," "Bread-and-Butter," "Spirit," "The Life Force," and "Live Your Own Life," is, in some sort, a sequel to his highly successful book, "Education and the Larger Life." Dr. Henderson is deeply imbued with oriental philosophy, and he seems to have accepted as his main rule of faith and practise a modification of oriental mysticism, something closely akin to the creative evolutionary idea with which M. Bergson has so much interested thinkers in both hemispheres. This view of life permeates his whole book, but by no means vitiates it as a whole for any save, perhaps, the pure materialist. The book develops a philosophy of education and of life from early childhood, or in the main early boyhood, since it is chiefly concerned with boys up to the age of twenty-one.

Dr. Henderson is at war with current miseducation, with its neglect of religious training, with its distracting diversity of interests, with its slighting of subjects for the sake of "points" that entitle the student to college entrance, with its substitution of a few competitive games for an effective all-round physical training, and with its failure to take account of the things of the spirit. He would have the education of the boy up to fourteen spiritual and physical rather than intellectual. He would have the high school years cut down to three, and the college course of like duration, and he would not insist upon much that is now required for college entrance and graduation. He rates mathematics high, however, and would have more of that subject required than is now demanded of the non-technical college student. Latin and Greek, he thinks, are only for the few who need them. He wisely insists that literature shall be read for the joy and the nourishment of the spirit, not "studied" as now for discipline of the mind. Between high school and college he would like the youth to have his *Wanderjahr,* and under the socialistic régime to which he looks forward, he thinks this might be the privilege of all boys, and, presumably, all girls.

Dr. Henderson seems to think there are few occupations in which his truly educated youth could engage. He dismisses one after another, selling by sample, the legal profession, and medicine, yet most of us believe that all of these occupations may be both useful and honorable. For one purely commercial physician or surgeon there must be at least two who have a far higher view of their profession. It is not impossible to sell goods by sample and remain an honest and useful man, and there are even fairly successful lawyers of tender conscience. In a world such as ours one merit of right living lies in the fact that there are many temptations to wrong living, and Dr. Henderson's squeamish teaching has a somewhat sickly aspect beside John Milton's manful cry, "I care not for a cloistered virtue."

When Dr. Henderson comes to the question of sex, which he discusses in a rarely interesting fashion, recognizing its spiritual as well as its physical significance and acknowledging cordially the high function of parenthood, he insists with unusual heat upon the right of man or woman, married or single, to abstain from aiding in the continuance of the race. Dr. Henderson, we believe, is a bachelor, and his chapter on "The Life Force" leaves the impression that he believes celibacy is a higher state than matrimony, though he does not directly say so. Most American readers will think some of the assertions, and a few of the implications in this chapter clearly unwholesome.

The author's style, and he has an admirable passage on this subject, is nearly perfect for his purposes. It is absolutely clear and consecutive, restrained, yet often eloquent, distinguished in diction, and lightened with an agreeable humor. He is never obscure, but he is not afraid of what Earle happily calls "the weighty sentence." No doubt he has discovered on page seventy-eight, the following sentence in which a slightly misplaced order, while not involving obscurity, suggests a humorous absurdity: "At least once a day, and preferably once after each meal, a child should be taught to brush his teeth and wash out his mouth." This, indeed, implies "line upon line and precept upon precept." (Boston and New York: Houghton Mifflin Company, $1.50 net.)

ON BOARD THE GOOD SHIP EARTH: A SURVEY OF WORLD PROBLEMS, by HERBERT QUICK, will be found a most lively, interesting, thoughtful, and broad-minded discussion of many things now interesting mankind. Mr. Quick seems to have accepted the principle of the single tax, or at least to have recognized as sound the notion that the poverty accompanying progress is intimately related to the private monopoly of economic rent. He discusses our various "perils," white, black, yellow, and party-colored, and he hints at the need for a world administered as a whole, not as the possession of many nations with selfish interests which they imagine antagonistic to those of all others. He would, however, by no means dispense with a high type of patriotism. A sane, cheerul, helpful book, by one whose mind lives up to his name. (Indianapolis: The Bobbs Merrill Company, $1.25 net.)

HITHER AND YON

ACROSS SIBERIA ALONE, by MRS. JOHN CLARENCE LEE, is an agreeably written narrative of a somewhat unusual adventure. The author, a Philadelphian who had been at Shanghai marrying her daughter to an American naval officer, persisted in stopping

(*Continued on page* 94)

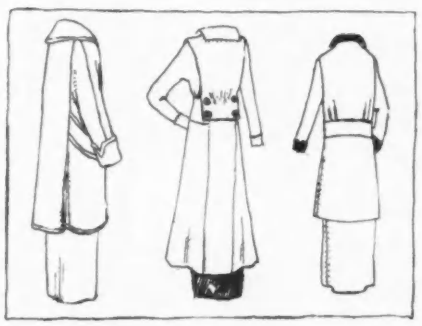
For the Girl or Miss at School

PRACTICAL STREET COAT (UNLINED) BUILT ON THE APPROVED LINES FOR THE YOUNG GIRL'S AUTUMN WEAR. MADE OF SCOTCH MIXTURE, WITH GRAY, BROWN OR GREEN PREDOMINATING. SIZES 14 TO 18 YEARS.

PRICE, $12.75

TAILOR - MADE SUIT IN A NEW RUSSIAN MODEL, MADE OF SOFT-FINISH DIAGONAL IN BROWN, GREEN, NAVY BLUE OR BLACK. THE SKIRT HAS A CIRCULAR YOKE. THE COAT IS LINED WITH SILK AND FINISHED WITH VELVET COLLAR AND CUFFS. SIZES 14 TO 18 YEARS.

PRICE, $22.50



DRESS OF NAVY BLUE SERGE, SHOWING THE SMART CIRCULAR TUNIC SKIRT WITH UNDERSKIRT OF BLACK SATIN. THE WAIST IS TRIMMED WITH BLACK SILK BRAID AND FINISHED WITH COLLAR AND CUFFS OF WHITE PIQUE. SIZES 14 TO 18 YEARS.

PRICE, $15.50

B. Altman & Co.

Fifth Avenue — Thirty-fourth and Thirty-fifth Streets — Madison Avenue

New York

"After studying and experimenting for seven years I have perfected a method of

Physical Culture for the Face

which does for the face what my Physical Culture has done for the figures and health of 60,000 women. Why should not the skin of your face and throat be as clear and unblemished as the skin of your body?—only because you have not treated your face intelligently.

Susanna Cocroft.

Tired eyes, wrinkles around them, pouches beneath them; crows feet; the droop at the corners of the mouth; the hard lines from the nostrils to the lips; drawn, colorless lips; sallow, discolored or freckled skins; all or any of which add ten years to your age, because they make you **look** ten years older, can all be overcome by systematically following the simple instructions clearly explained in the Grace-Mildred Culture Course of Physical Culture for the Face.

We also teach you how to make *the Hair* glossy and abundant; to care for the Hands, Feet, Eyes, Eyebrows, Ears, Mouth, Neck, Chin, etc.

You Are As Old As You Look

If you look older than you should, it is because you are not doing what you should to help nature. The result you want is certain, no experimenting (Miss Cocroft has experimented on this work for seven years). Innumerable women have attained the end you want by carefully following instructions.

In six to ten minutes a day of Physical Culture Exercises for the face, you can do more at home than massage will accomplish in an hour a day in a beauty parlor.

Those who know Miss Cocroft's national—yes, international—reputation as a restorer of health and youth, will be as pleased to hear of this new feature in her work as they will be certain that it will produce precisely the results she claims for it.

The direction of this work will be in the hands of her nieces, Miss Grace L. Ballack and Miss Mildred A. Albee, whose association with Miss Cocroft for many years has adequately qualified them to assume the direction of this department of Miss Cocroft's culture training. For further particulars and names of those who have taken this course and gotten the results desired, write us NOW. The results are marvelous.

Grace-Mildred Culture Course

624 Michigan Ave. Dept. 1 CHICAGO

Speaking About "WHITE HOUSE" COFFEE:

SOLD BY OVER 24,000 DEALERS

"Perfection of berries used—the extreme care exercised in roasting—the delicious flavor developed—the sanitary precautions scrupulously preserved—the persistent uniformity of quality and the safe-from-harm packing in sealed all-tin cans, have made our splendid 'White House' COFFEE a household word wherever it has been distributed."

DWINELL WRIGHT CO., Principal Coffee Roasters, BOSTON, CHICAGO

WHAT THEY READ

(*Continued from page 92*)

at Irkutsk and other points in her journey by rail to St. Petersburg. She found Irkutsk an unattractive place where she could hardly show her face in the hotel dining-room without being fairly besieged by men, but she met with a vast deal of kindness from persons of one sort or another, and came through the experience none the worse in body, mind, or estate, except that caused by paying hotel rates of about $6 a day. Tomsk she found kindly, but muddy, and other places yielded her food for thought and matter for most agreeable writing. The general impression left by her book is that a woman alone in Siberia excites about as much interest as a white person of normal inches would excite among the pigmies of central Africa. (New York: John Lane Company, $1.35 net.)

THE CANOE AND THE SADDLE, OR KLALAM AND KLICKATAT, by THEODORE WINTHROP, revives, under the editorship of John H. Williams, a book that used to be talked about along with "Two Years before the Mast" and "The Oregon Trail," though it has shown no such staying powers as those admirable masterpieces. Mr. Williams, whose home is at Tacoma, Washington, has undertaken the republication of Winthrop's youthful book of travel as a labor of love. He has added to it Winthrop's "Western Letters and Journal," now for the first time published, and has graced it with an excellent preface called "Introduction," and has illustrated it with considerable more than one hundred pictures, sixteen of them color-plates, and many others beautifully reproduced photographs of noble scenery. The presswork is that of a local printer at Portland, Oregon, and it is in the main excellent, though unfortunately a lack of the finest typographical taste has resulted in an ill-balanced title-page. The cover is of maroon cloth with a handsome white parchment back upon which the title and a charming vignette appear in gold, and the arms of the Winthrops adorn it.

It must be owned, in spite of a charming, youthful freshness in the text, that Winthrop's style in this volume is much of the time trying in the extreme, and with little of the promise seen by Winthrop's admirers in "Love on Skates" and "Cecil Dreeme," both of which titles, by the way, Mr. Williams misquotes, doubtless through a typographical blunder. The letters and journal, especially the former, show that Winthrop could write in a simple and unaffected fashion when he did not think himself bound to assume a literary style and attempt to be witty in every other line. Mr. Williams has done well to revive the book, even with all its faults upon its head, and it deserves to have at his friendly hands a new lease of life, since it shows the Oregon of 1853 through the eyes of as fine a young fellow as any that went to the awful sacrifice of the Civil War. The frontispiece portrait of Winthrop is singularly interesting, and several of the color-plates have much charm. (Tacoma: John H. Williams, $5 net.)

MY LIFE WITH THE ESKIMO, by VILHJALMUR STEFANSSON, deserves to rank with the best books of the explorers, whether arctic or tropic, and although the volume extends to more than five hundred royal octavo pages, there is little that any intelligent reader would care to skip. With unerring sense of proportion Mr. Stefansson has resisted the temptation to enlarge upon the interesting difficulties of his approach to the North American arctic, though much of what he has given us of these preliminaries will be found almost as well worth reading as his narrative of actual experience in contact with the people of the far north. While yet within easy striking distance of white settlements, he came in contact with Christianized Eskimos whose conception of the essentials of religion would appear grotesquely funny were it not at once pathetic and a curious commentary on a good deal of Christianity such as we all know at home. He met with a couple of Eskimos who had deliberately deserted two of their near relatives in desperate peril, although the male deserter prided himself upon always saying grace at meals, and believed his Christianity, mainly a matter of prohibitions, the real thing in religion. At the same time a whole settlement of Eskimos would not stir abroad to rescue the deserted folk until the full twenty-four hours of Sunday had passed.

Of course, the most important fruit of Stefansson's journey was his year in contact with the "Blond Eskimo" of the Victoria Land region. His discovery of these folk was gravely questioned by experts and others, but only the most cynical of Doubting Thomases could fail to see the sincerity of his jotted records and of his fuller narrative. He apparently believes these people to be descendants of the vanished Norse settlers of Greenland, who went to that region more than nine hundred years ago, and may have reached the present home of the Blond Eskimo before the discovery of America by Columbus.

Nothing could be more delightful than Stefansson's account of the first Eskimos whom he encountered that were unacquainted with white men, and of their subsequently taking of him to their near neighbors, the Blond Eskimos. He found these people, who had never heard of Christianity, rich in the essential Christian virtues, and possessed of what he calls admirable breeding, a most charming tact, warm natural affection, and a generously hospitable instinct. His significant deduction from his contact with modern men of the Stone Age is that what we usually call Christian charity was borne in the hearts of men thousands of years before the pyramids were built. Stefansson writes charmingly, with a fine simplicity of diction and directness of style, with abundant imagination, and with a delightful humor. His self-sufficient Indian guide employed in part of the journey furnishes plenty of fun, and the humor of the Eskimos themselves helps to freshen and lighten the narrative. There is much in this record of close daily personal contact with primitive "savages" to puncture the pride of civilized men. As an appendix of significant importance, the volume contains the report on the natural history collections made in the course of the expedition. (New York: The Macmillan Company, $4 net.)

THROUGH THE EYES OF NOVELISTS

THE GOLDFISH, which appears anonymously and declares itself in its subtitle to be "the confessions of a successful man," seems plainly enough the work of a lawyer whose professional or social opportunities, or both, have enabled him to learn much concerning the intimate details of fashionable life in New York. A large law practise as a corporation attorney has enabled the autobiographic narrator to make a place for himself and his family as part of the great social world. His income, of about $75,000 a year, often fails to meet his personal and domestic expenses, for he is living in a society where many spend twice as much and some more

(*Continued on page 96*)

Reduce Your Flesh

It can be quickly and easily accomplished. For every part of the body we have a specially designed article in

DR. WALTER'S FAMOUS

Rubber Garments

FOR MEN AND WOMEN

By inducing perspiration these garments cause the safe and speedy reduction of all unnecessary flesh. They cover the entire body or any part. They are endorsed by leading physicians.

Bust Reducer, $5

Made of Dr. Walter's famous flesh-reducing rubber with contil back.
The reducing qualities of this garment are remarkable, at the same time it gives added comfort and style.

CHIN REDUCER AND WRINKLE ERADICATOR

Price, $2.00 each

DR. WALTER'S SLIP-OVER, $6

Made of strong rubber elastic webbing. Worn over the corsets and reduces the thighs at the same time increasing comfort to a startling degree.

Made to your measure, price $6 up
Perfect fit guaranteed

Rubber Elastic Webbing "Slip-Ons," $3 up

FACE MASK — ***Price $5.00***

No cosmetics required. Excellent for bleaching the face.

GLOVES TO ELBOW — ***Price, $5.00***

Write at once for further particulars.

DR. JEANNE WALTER

Inventor and Patentee

Dept. A, 45 W. 34th Street, New York

FRONT-LACED

Design D490—Price $10.00

The Modart Name Is a Quality Mark

Among the leading corsetieres, in the prominent fashion centers and in social circles, the MODART name is known as a Quality Mark

MODART CORSETS have earned a reputation for style, comfort and quality that stamps them exceptionally good corsets.

To learn what this quality reputation of MODART CORSETS means to you, you must *try* them. See the leading merchant in your locality.

An expert corsetiere will fit you.

Write for the MODART STYLE BOOK—a guide to Fashion's newest corset modes.

Modart Corset Co.

New York Office
553 Fifth Ave.

Studio and Shops
Saginaw, Mich.

A complete line of Modart designs can be seen at the principal stores throughout the United States, among which are:

Boston, Wm. Filene's Sons Co.
New York { John Wanamaker / Saks & Co.
Pittsburgh, Joseph Horne Co.
Chicago { Carson, Pirie, Scott & Co. / Marshall Field & Co.
St. Louis: The Famous & Barr Co.
San Francisco: Raphael Weill & Co.

Reduce Your Flesh

Wear my famous Rubber Garments a few hours a day, and your superfluous flesh will positively disappear.

DR. WALTER'S FAMOUS

Rubber Garments

FOR MEN AND WOMEN

CORSAGE

This garment can be worn comfortably under the corset—reduces the bust, hips and thigh.

NECK AND CHIN REDUCER
$3.00

The pure Para rubber restores the wrinkled and saggy muscles to a firm, healthy condition. It not only removes the wrinkles, but draws out all impurities from the skin. The small articles are adjustable and fit anyone —no measurements are required.

GIRDLE PANTS

Reduce the limbs, hips, abdomen and as far above the waist-line as desired. Can be worn under the corset all day without the slightest discomfort.

Also Union Suits, Stockings, Jackets, etc., for the purpose of reducing the flesh anywhere desired. Invaluable to those suffering from rheumatism.

Write at once for further particulars.

DR. JEANNE WALTER

Inventor and Patentee

Dept. A, 45 W. 34th Street, New York

San Francisco Rep.: Adele Millar Co., 166 Geary Street. Philadelphia Rep.: Mrs. Kammerer, 1029 Walnut Street. Chicago Rep.: E. Burnham, 138 No. State Street.

The Individual Sachet

Ann Haviland's Sachets retain their fragrance.

Correspondence invited as these unusual Sachets are made for the individual.

Ann Haviland

546 Fifth Ave. New York

Made to Order

Misses' & Children's Clothes and Hats

No Catalogue

MISS STICKNEY

17 W. 45th St., New York

WHAT THEY READ

(*Continued from page* 94)

than ten times as much. The expense account of the family is given in minute detail

Thoroughly disillusioned, the autobiographist tells us that his professional success has resulted not so much from legal ability as from his cleverness in using the skill of others at a minimum price and in finding business through his social relations. He sees little of his family, is disappointed in his son and daughters, and beholds his wife wearing herself out in the vain pursuit of rich husbands for her daughters and social consideration for herself.

The husband finds the dinners to which he has to go dull, the men at his own club empty and selfish, the splendors and luxuries of his daily life wearisome, and yet he is putting all he earns and the interest of his savings into this unprofitable career. In the midst of all this he discovers that his chief stenographer is getting more out of life on $5,000 a year than he on fifteen times as much, and actually saving more annually in hard cash. The social life of the time, the business morals, the literature and the amusements, all furnish this disillusioned man a chance to free his mind. He concludes that the game is not worth the candle, but it would be unfair to the reader to say how he decides to better the bad bargain he has made with the world. (New York: The Century Co., $1.30 net.)

NOTHING ELSE MATTERS, by WILLIAM SAMUEL JOHNSON, author of "Glamourie," is written in the unusual style that repelled some readers from the latter book, and like that book, it contains many things that such readers are the worse for having missed. Mr. Johnson is a lawyer of New York, resident in one of the Westchester suburbs, and this volume and its predecessor are the outcome of his recent, rather prolonged residence in Paris. In "Nothing Else Matters," Mr. Johnson has mingled philosophy, love, and the charms of Paris. There is even a villain and a bit of plot, while the women of the story are charmingly indicated. "The Childe," too, is an excellent Yale person without the purely practical mind and temperament that Harvard ascribes to the sons of Eli. As to the villain, he is pretty terrific, and his first appearance on the scene as the victim of Parisian apaches gives opportunity for the liveliest scene in the book. It must be owned that Mr. Johnson's prelude, and the next chapter, entitled "Initiation," are likely to leave the average reader with a puzzled wonder as to what it all means. Later come bits of adventure very well executed, descriptive passages rich in impressionistic charm, wise snatches of criticism, and philosophic musings that go very deep. (New York: Mitchell Kennerley, $1.25 net.)

THE LAST SHOT, by FREDERICK PALMER, attempts to be at once a novel of considerable scope set against the background of a great war, a succession of military scenes and incidents, and a pamphlet in favor of universal peace. Mr. Palmer, who is a war correspondent of varied experience, seeks to give the epic touch to his story by imitating Tolstoy's method in "War and Peace," of introducing realistic scenes from march and barrack-room, camp and trench, but Mr. Palmer lacks the great master's power of fusing the real and the imaginary into an artistic whole, lacks his large humor and his sympathetic imagination. The result is admirably realistic scenes, many of which will delight the reader and live long in his memory, some very good fooling among the troops, bits of genuine eloquence, but on the whole a fragmentary effect, as of scenes reproduced from the correspondent's notebook. There are fine bits of portraiture, a dozen at least, there are brave attempts to show character in the making, but hardly a single personality, not even the delightful Lanstron, can be said to stand forth as a full-length and detailed portrait. One feels that Mr. Palmer proposed to himself the making of a great novel, but succeeded in producing little more than a brilliant succession of scenes and incidents, and a fascinating gallery of portraits. (New York: Charles Scribner's Sons, $1.35 net.)

Note. Protest has been made by Mr. and Mrs. Kinney, through their publishers, Frederick A. Stokes Company, that Vogue was unwarranted in assuming in its review of their book, "The Dance," that they themselves are teachers of dancing. Mr. and Mrs. Kinney hold recognized positions as painters, and Vogue regrets that it has, through this error, done less than justice to the book as a discussion of dancing from the point of view of the artist.

BOOKS RECEIVED

"John Ward, M.D.," by Charles Vale; a story dealing with the phenomenon once called second sight, and depicting several strong and well-wrought characters. (New York: Mitchell Kennerley, $1.25 net.)

"Prunella, or Love in a Dutch Garden," by Laurence Housman and Granville Barker; a modern variant of the old Italian masque, attractively bound in a cover reproducing an old-fashioned sampler. (New York: Duffield and Company, $1 net.)

"Fool of April," by Justin Huntley McCarthy; a tale of adventure. (New York: John Lane Company, $1.35 net.)

"The Wasp," by Theodore Goodridge Roberts; a tale of wild adventure in the days when English filibusters of the seventeenth century thought any Spanish ship or any Spanish-American town fair game. (New York: G. W. Dillingham Company, $1.25 net.)

"The Soul of Life, or What Is Love," by David Lisle; being a story of illicit and other passion, with the scene laid in the fashionable and the Bohemian life of Paris; published in England under the subtitle. (New York: Frederick A. Stokes Company, $1.25 net.)

"Frosty Ferguson, Strategist," by Lowell Hardy, with illustrations by Will Crawford; a short story reprinted from a magazine. (New York: John Lane Company, 50 cents net.)

"Nurses for Our Neighbors," by Dr. Alfred Worcester, A.M., M.D., being a history of nursing here and abroad. (Boston and New York: Houghton Mifflin Company, $1.25 net.)

"Complete Auction Bridge," by A. R. Metcalfe, the bridge editor of a Chicago newspaper; a handsome little volume with thirty-nine illustrative deals, and well-condensed text. (Chicago: Browne and Howell Co., $1.50 net.)

"Whitehead's Conventions of Auction Bridge, the Latest Developments of the Principles of Bidding and Play," by Wilbur C. Whitehead, edited by R. F. Foster. (New York: Frederick A. Stokes Company, $1.25 net.)

"The Club Woman's Handybook of Programs and Club Managements," by Kate Louise Roberts; a little volume intended to aid those who have to provide work and amusement for women's literary clubs. (New York: Funk and Wagnalls Company, 75 cents net.)

Messrs. Lyon & Healy, the world's greatest Harp builders, announce their readiness to fill promptly orders for any of the styles of the three celebrated Harps which they manufacture.

THE LYON & HEALY HARP
THE WASHBURN HARP
CLARK IRISH HARP

Complete catalogs containing many illustrations and much interesting matter may be obtained (free). Also particulars of a plan of easy payments will be sent upon request.

The Lyon & Healy Harp has been the recipient of highest honors wherever exhibited. It is the universal choice of the great artists of the world. The Washburn Harp, which sells for $250.00 and upwards, is excelled only by the Lyon & Healy Harp. The Clark Irish Harp is a dainty little instrument, which sells for $75 and upwards.

LYON & HEALY, 23-42 E. Adams St., Chicago

SHOE CRAFT

At least one pair

of gaiter boots will be possessed by every well costumed woman this Autumn. Gaiter models are to be decidedly "la mode." The very graceful SHOECRAFT gaiter boot shown here may be had in patent colt, gun metal, gray and fawn colors; imported cloth toppings (button of course). Only $5.00.

$5

$5

Paris again decrees

—guess! Why the becoming "short vamp"! Diminutive feet once more! Here is a short vamp model, an extremely good looking French boot, which may be had in patent colt or vici kid, button or lace, at $5.00. An unusual value.

Parcels Post Prepaid. **Booklet "V"**

SHOE CRAFT SHOP

27 West 38th Street

Telephone, Greeley 16 **New York**

Her Car

THE American woman now demands that her personal taste and her individuality be reflected in her motor car.

The Thomas B. Jeffery Company long since established an enviable reputation for the proven mechanical superiority of its product.

In the Chesterfield Six we have added that touch of refinement, through attention to the minutest detail, which distinguishes the best European and American cars.

You will avoid all possibility of disappointment, no matter what car you favor, if you see the Jeffery Chesterfield Six first.

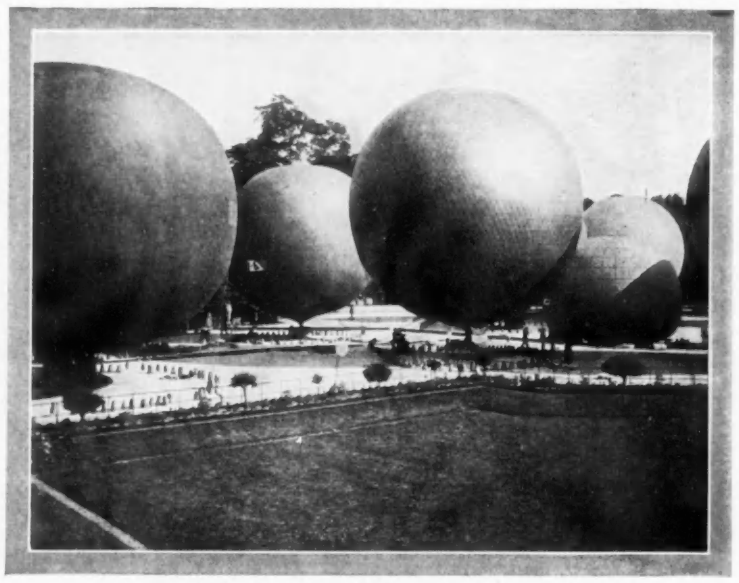
The Thomas B. Jeffery Company
Main Office and Works, Kenosha, Wisconsin

Patrons' Private Salon—Dreicer, New York

THE DREICER experts are at the disposal of patrons for assisting in improving any Pearl Necklace by the addition of rare pearls, or in making selections of precious stones for mounting in specially created designs.

DREICER & Co
Jewels
FIFTH AVENUE at FORTY-SIXTH
NEW YORK

MIDDLE-WEST BRANCH
THE BLACKSTONE
CHICAGO



Vying with the brightness of the gardens, there blossomed forth twenty-five shimmering golden globes, swaying in the breeze like huge flowers on slender stems

The FÊTE *of the* FLYING SPHERES

(*Continued from page 37*)

higher until lost in the blue ether, as if pointing out the route to be taken by the spheres. The balloons were now straining at their leashes and giving the soldiers a difficult task to keep them in bounds, for by this time the sand bags had been discarded for the most part, and the passenger baskets had been attached in their places.

Now the moment of the start was at hand, and toy balloons were sent up to test the direction and force of the wind. This, of course, was an all-important factor, for it determined whether it would be a short race, to be stopped at the Atlantic shore, or whether it would prove a more exciting contest across the southern continent, or even in Africa.

THE START OF THE AIR-WOMEN

The entries were brought up to the starting post one by one. Two aviators mounted to the basket of each, for aviators usually travel in pairs. Well to the fore was to be seen the "Stella IV," the entry of the women's Stella Club. This carried Mme. Goldschmidt, expert aeronaut, as pilot, and Mlle. Jeanne Tissot as passenger. They were surrounded by a bevy of feminine friends who had gathered to see them off and wish them *bon voyage*. Foremost among the group stood Mme. Surcouf, the president of the Stella Club, which has the honor of being the first and only women's aeronautic club at the present time.

Skilfully and expeditiously the soldiers performed the difficult operation of guiding the struggling balloon containing some thousands of cubic yards of gas through a maze of other balloons and ropes to the open space before the grand-stand. The two women aeronauts mounted with the aid of many friendly hands and entered their basket cage. A tiny, restricted cage it was, affording barely room for the daring feminine captain and first mate of the air craft. It was but waist high and had narrow lockers for seats; some extra wraps, a camera, maps, glasses, compass, and aneroid barometer were all the equipment for this journey to the clouds. The flag of the Stella Club, a single gold star on a white field, was run up on one side, the French tricolor waved from the other side of the sphere, midway in the netting, and the aneroid barometer and the thermometer swung in the netting just over the heads of the air-women.

There was nothing of the spectacular sporting costume in the garb of these feminine aeronauts, for one dresses now for an aerial excursion across Europe as one would dress for a journey by train. They leaned over the side of their basket cage and smilingly waved *au revoir* as the golden balloon glided away high out over Paris, until it became but a black speck against the sky.

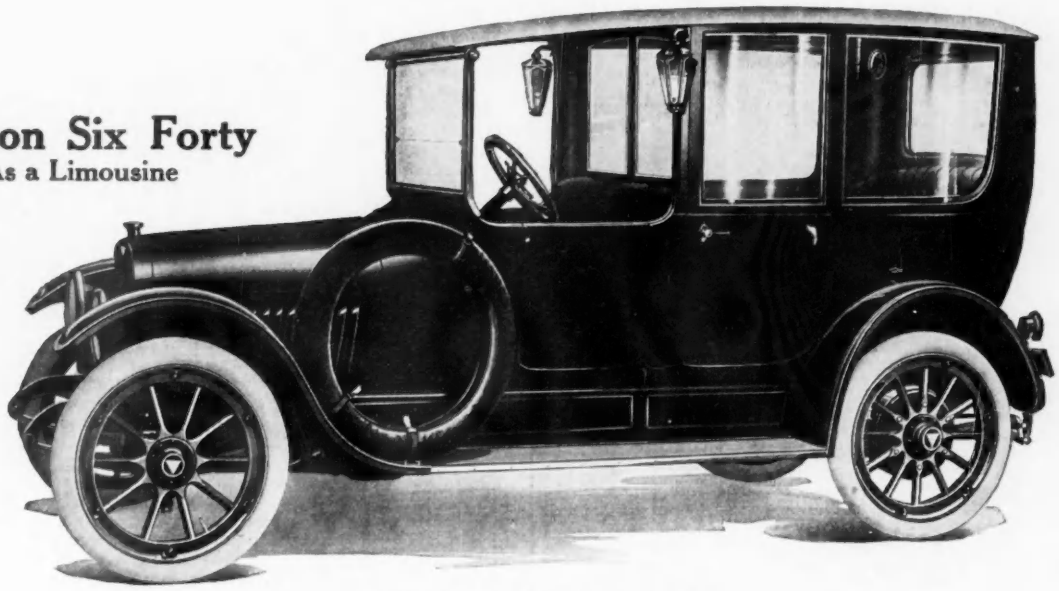
Another feminine sky pilot took out the "Stella Filante" with a man as passenger, a member of the Aéro-Club of France. Then, one by one, the various competitors, German, French, Italian, Swiss, Belgian, and Dutch—for this was an international meet—were sent off, each accompanied by the strains of the national air of its pilot. Each aeronaut was armed with an official permit which allowed him to land in Germany if the wind should carry him that way, for even at the time of this race, before the war clouds filled the sky, the Germans were wont to turn suspicious eyes on balloons that sailed out of France.

AERIAL TRAGEDY

A hint of the tragedy that ever lurks on the trail of the conquerors of the air, grimly abiding its swift moment of havoc, was not lacking in this race. A French balloon, its pilot three times winner of the "Grand Prix" of the club, rose with splendid grace, but did not rise quite high enough. The airmen rushed to throw out their ballast, but it was too late. Into a clump of trees brushed the balloon, and with a hopeless rent and torn ropes it came rushing across the flower beds and dropped among the agonized crowd, while a handful of rent fragments of silk, all that remained of a *beau ballon*, fluttered among the trees. The Red Cross contingent was quickly at work, and the two gallant airmen, who fortunately escaped with only minor injuries, were borne away on stretchers.

The old proverb holds good to-day,—they who explore the kingdom of the sun do so at the peril of broken wings, but on this journey no serious accidents befell, and these ships of the air came safely to earth in various parts of Normandy, England, and Wales.

Hudson Six Forty
As a Limousine



$2,550, f. o. b. Detroit—Seats Six

Luxury's Limit

The Car With a Thousand Charms

Forget for the moment that the Limousine described here sells this year for $2,550. We are facing new price standards in upper-class cars. The time is past when luxury lovers need suffer over-tax.

The Famous Chassis

This is the new-model HUDSON Six-40—the latest production of Howard E. Coffin, America's foremost designer.

Mr. Coffin, with the 47 other engineers, has devoted four years to this model. It is their final conception of the ideal Six.

It excels in lightness, in economy, in beauty and equipment. In many ways it is the finest example of the new-day quality car.

And the size is just right for ease of handling, combined with ample room.

The Artistic Side

This Limousine body is built for us by famous New England coach builders. Every detail shows the artist's touch.

It is upholstered and trimmed in finest imported fabrics. Sample books at your local HUDSON showroom will offer you four options.

The hardware is hard-rubber-covered. That is, door handles, window lifts, etc. The rear doors lock.

There are all the dainty appointments—toilet cases, smoking cases, electric light in the dome, electric telephone to driver.

All the glass is sashless. Window and door lights may be dropped. The sashless glass back of the driver is adjusted for ventilating. Set it at any height.

The windows and doors have roll curtains. Roll-up storm curtains protect the front seats.

The extra seats are collapsible, and one may set them to face either front or rear.

All This for $2,550

Here is a car which is widely considered the prince of modern Sixes. In every part and detail it denotes our level best.

It comes with a Limousine body built by masters of the art. It is luxurious to the last degree.

Now, for the first time—because of HUDSON efficiency—this highest class of closed car is offered for $2,550.

Go judge for yourself—at your Hudson showroom—if any car at any price offers more that you desire.

Hudson dealers are everywhere.

New catalog on request.

7-Passenger Phaeton sells for $1,550.

3-Passenger Roadster sells for $1,550.

3-Passenger Cabriolet sells for $1,750.

4-Passenger Coupe sells for $2,150.

HUDSON MOTOR CAR COMPANY, 8190 Jefferson Avenue, Detroit, Mich.

M. & I. WEINGARTEN
Ladies' Tailors & Furriers

IMPORTED MODELS

in Suits, Coats, Evening Wraps and Furs by the Foremost Parisian Couturiers. Tailored Suits are fitted this season, and therefore can be satisfactorily produced only by the best establishments.

467-469 FIFTH AVENUE

Opposite The Public Library New York

Patrons coming to New York can arrange in advance to have orders executed at short notice.

Nurses Outfitting Association

Correct House and Street Uniforms for Nurses and Maids

450 Fifth Avenue at 40th Street New York

Send for Catalog B.B.

AS SEEN by HIM

(*Continued from page* 41)

the clubman. However, he who finds it to his liking may elect to adopt one club which is congenial on account of his particular line of sport, another as a convenient place for the down-town luncheon, a college club, and a club which plays up to some one of his individual fads. In clubdom it is only the first step, the paying of the entrance fees, which costs a great deal. As a rule, the annual dues at the best New York clubs are from seventy-five to one hundred dollars a year. The dues for college and downtown clubs are less than this, however, and many of the country clubs require only a summer subscription, while others, which include various special sports, are quite expensive. Five hundred dollars a year would pay the dues at a sufficient number of clubs.

THE ITEM OF CLOTHES

In partitioning off an income the item of clothes is always a great consideration, although an entirely new wardrobe need not be purchased each year. A great deal of care should be exercised in regard to evening clothes, and there should always be at least four suits of evening clothes ready to wear. At the beginning of each season, a business suit should be provided, but only every other year need a morning coat be selected, although new trousers for wear with this coat must be purchased often. Hats, boots, and top-coats must, of course, be renewed often enough to keep them always smart and fresh looking.

If a good tailor and the best and smartest shops are patronized many investments in the matter of clothes are not necessary, as there is not much variation in men's fashions, and it is not comfortable to have a superfluous amount of clothing about one's rooms. It seems to me that a young man may be safe in allowing one thousand dollars a year for clothing bills. This makes round figures of from six to eight thousand for all the necessities of life and out of an income of fifteen thousand leaves seven thousand dollars for incidental expenses and for pleasure.

In regard to entertaining—to enlarge upon a subject to which I have already referred—the bachelor, especially, can rejoice in the present fad for the dance, for if once during the season he gives, say, an afternoon dance at a fashionable restaurant, or at one of the best hotels, it is an excellent social investment. To such an affair he may easily invite as many as four hundred guests, and the ballroom with lights and service is supplied at an almost nominal cost. Refreshments, which generally consist at such an affair of tea and punch and, perhaps, something stronger for the men—but not champagne—small cakes, sandwiches, bonbons and so forth, may be contracted for as a part of the total bill. A colored band is best although it is the most expensive nowadays, at least the one I know of, which is most in demand, is expensive. I am sure, judging from my experience last year, that a dance given in this way would not cost more than six hundred dollars, exclusive of any sum paid to exhibition dancers.

THE ECONOMICAL MOTOR

The expense of keeping a car depends upon its original cost, the amount paid to the chauffeur in case a man does not drive his own car, the amount paid at the garage, and, last and most serious, the total of the "incidentals." Comparing the car with the horse and the garage with the stable, I have found, with all the incidentals, tires, repairs, and accessories, that it is much more economical and satisfactory to keep a motor than to keep a horse and carriage. Much depends upon the care of either, of course. For instance, I never take any of my cars out on stormy nights, as I prefer to take a taxi rather than subject my own cars to the storm.

A DIMINISHING HAZARD

At one time, a great source of expense and annoyance was the "joy-ride" indulged in by employees of the garage, but that is now reduced to a minimum hazard, and I found in the old days just as much hazard with horses and dishonest coachmen and grooms; indeed, there were just as many "joy-rides" then as there are now. My horses were always lamed, or sick, or something else; equipment had to be constantly renewed; and at the end of a few years I had nothing to show for the original investment. Let horses become crippled or old, and they can never be sold, but a market can always be found for a second-hand car.

It seems, however, that the hero of one of the new books, "The Goldfish," finds it hard to get along on seventy-five thousand dollars a year; but he has a wife and daughters. Also, he is a man after the heart of the fiction editor. From recent books it would seem that all men in society and Wall Street must smoke fat, black cigars and must have an unquenchable thirst, must keep a half dozen or more motors—perhaps around fifty—in their garages, and must put up with an impossible valet. Also, it would seem that the society hero is always a bounder and what is called in England a "rotter," the sort that one feels inclined to kick; or if he is not a bounder he is a silly ass. Indeed, story writing has become such a routine, all-after-the-same-pattern affair that in a recent short story Edna Ferber began with an amusing capitulation of formulas for certain kinds of tales.

OUT OF A CLEAR SKY

Since my last paper—written on a yacht, anchored far from civilization—contemporaneous history has shown more rapid changes than the pictures in a cinematograph. On a peaceful Sunday in August, war was declared in Europe. Even then I thought it could only be a matter of a few weeks, and that diplomacy would smooth matters over, and I still hope that by the time this appears there will be a more cheerful outlook. In my foreign mail I have received two letters dated the Thursday before that ill-fated Sunday. One of them was from Paris, and there was not the least hint of any excitement there, except that caused by the dénouement in the famous Caillaux case, and plans were being made for Deauville, for Ostend, for Aix, and for Carlsbad. The other was from an American friend, long a resident of Great Britain, and he was at his place in Scotland, by the shores of the North Sea. He was to have a house filled with friends from Brussels, some Americans, a Belgian countess, and one of our titled countrywomen whose husband is an Austrian. They were to come the following day for two weeks and were to be succeeded by other guests. The greatest cloud of worry on his horizon seemed to be in regard to the shade of silk stockings needed for his footmen—black is, of course, used for ordinary livery, but he had planned something a bit original, but perfectly conventional. His footmen, perhaps, have gone to the war, and he, himself, is probably bottled up with his friends—he lives on the coast of a closed harbor.

(*Continued on page* 104)

A skin you love to touch

Why it is so rare

A skin you love to touch is rarely found because so few people understand the skin and its needs.

Begin now to take *your* skin seriously.

You can make it what you would love to have it by using the following treatment *regularly*.

Make this treatment a daily habit

Just before retiring, work up a warm water lather of Woodbury's Facial Soap and rub it into the skin gently until the skin is softened, the pores opened and the face feels fresh and clean. Rinse in cooler water, then apply cold water—the colder the better—for a full minute. Whenever possible, rub your face for a few minutes with a piece of ice. Always dry the skin thoroughly.

Use this treatment persistently for ten days or two weeks and your skin will show a marked improvement. Use Woodbury's regularly thereafter, and before long your skin will take on that finer texture, that greater freshness and clearness of "a skin you love to touch."

Woodbury's Facial Soap is the work of a skin specialist. It costs 25c. a cake. No one hesitates at the price after their first cake. Tear out the illustration of the cake below and put it in your purse as a reminder to get Woodbury's today.

Woodbury's Facial Soap

For sale by dealers everywhere throughout the United States and Canada

Write for a copy of the picture above

Send 10c for a large reproduction, lithographed in six colors, of the beautiful new picture above by F. Graham Cootes, and a "week's-size" cake of Woodbury's Facial Soap. Send for them now as the number of pictures is limited.

Address **The Andrew Jergens Co.,** *Dept. 9-I., Cincinnati, O.*

In Canada, *address The Andrew Jergens Co., Ltd., Dept 9-I, Perth, Ontario*

Illustration of a reproduction of a Polonaise Rug of the early XVII Century

Rare Designs in Eastern Rugs

THE Polonaise Rugs, probably woven under the supervision of the Persian Court of Shah Abbas, represent the highest types of Iranian, Saracenic and Mongolian influence in combination.

Floral, arabesque and cloud band motifs, combined in designs of perfect balance, characterize this rare weave, in which the textile art of the East reached a perfection that has never been surpassed.

These rare designs, in addition to many other masterpieces, are being reproduced on our own looms in the East in color effects suited to modern decorative requirements.

A wide range of qualities adjusts the cost to the desired expenditure.

We shall be pleased to give further particulars upon request.

W. & J. SLOANE

Established 1843

Direct Importers of Eastern Rugs

Interior Decorators Furniture Makers

Floor Coverings and Fabrics

FIFTH AVENUE AND FORTY-SEVENTH STREET
NEW YORK

Miss Russell Says—

If you have not tried My Own Toilet Preparations, do so, by all means. They are manufactured by MY own chemist, under MY personal supervision, aud I guarantee their purity.

Lillian Russell

Lillian Russell's Own Toilet Preparations

My Own Skin Nutrient **$1.50**
Smaller size..... **$1.00**
Will feed the tissues and make the skin firm.

My Own Smooth Out **$1.50**
Smaller size..... **$1.00**
Astringent and healing. Will smooth out the little wrinkles that annoy you. Men should use it after shaving.

My Own Skin Rejuvenator **$1.50**
Will clear up blackheads, pimples, liver spots; bleach the skin, circulate the blood and revive the faded tissue.

My Own Cleansing Cream **$1.00**
Smaller size..... **.50**
Cleanses the skin thoroughly.

My Own Purity Face Powder **$1.00**
Vanity Box, with mirror..... **.50**
Is a real beautifier, absolutely pure and healing.

My Own Lip Rouge **.50**
Will beautify your lips and protect them from chapping.

Lillian Russell's Beauty Box
Containing my six toilet preparations. ..... **Price $5.00**

For Sale at Leading Drug and Department Stores Everywhere.

SPECIAL—My New Vanity Box, with mirror, puff and my delightful powder in compressed form, is now ready. It is just the thing to carry in your bag and is only 50 cents.

Lillian Russell

2160 Broadway, New York

DE MAGER PATENTED CHIN REDUCER

Endorsed by physicians. Makes women look 10 years younger if it is used as directed. Reduces double chin. Prevents sagging cheeks. Keeps mouth closed when sleeping. Send measurements from ear top to ear top around chin. Patented 1913.

Linen $1.25, Silk $1.75

DE MAGER SALES DEPT. 522
1478 Broadway, New York
Representatives Wanted

DR. E. N. COGSWELL

Surgeon - Chiropody and Expert Manicuring

Announces her new conveniently located parlors are now open at

501 FIFTH AVENUE NEW YORK

South East corner 42nd St. & 5th Ave.
Opposite New York Public Library

Dr. Cogswell's Foot Tonic allays inflammation, reduces swelling. Also remedy for chilblains and bunions. Price $1.00.

Dr. E. N. Cogswell gives her personal attention to all callers and all letters requesting information.

(Formerly 418 Fifth Avenue)

Do Your Own Marcel Waving at Home

THE MARCEL WAVER

is a new invention for home use.

It makes the perfect Marcel Waves demanded by fashion and heretofore known only by hairdressers. Cannot break or soil the hair.

Price, $3.
Express Prepaid

Money refunded if unsatisfactory.
Agents wanted everywhere.

C. E. STEINHARDTER MFG. CO.
857 East 19th Street, Brooklyn, N. Y.

P&O

Peninsular & Oriental S. N. Co. Frequent Sailings, India, China, Philippines, Japan, Australia, New Zealand. Winter Tours in India, Round World Tours. For full information, apply

CUNARD LINE,
21-24 State St., N.Y.

GREAT BEAR
Spring Water
Its Purity has made it famous

"Fit for a Queen"

—perfectly fit—because fitting perfectly over the Fall corsets and under the Fall gowns, giving the stylish contour and poise that distinguish the ultra-fashionable and presenting a charmingly chic and dainty appearance.

There is a DeBevoise Brassiere to fit *your* figure. You will find it in the fascinating variety of new and beautiful DeBevoise styles for Fall now being displayed by smart Corset Shops and Department Stores everywhere.

Ask to see the "debb-e-voice"

Look for this label and decline substitutes. Nothing else for over-the-corset wear can so enhance your appearance

DeBevoise Brassiere

Style No. 2436 illustrated above is made of Baby Irish Lace, hooked front. Price, $3.50. 200 other styles—$1.00 to $10.00

Write us today for our Book of Fall Styles beautifully illustrated with 120 photographs

CHAS. R. DEBEVOISE CO. 1270-F Broadway New York City

S O C I E T Y

Died

NEW YORK

Butler.—On August 20, at the New York Hospital, Franklin Crosby Butler.

Clarke.—On August 1, at his residence, Hyde Hall, Cooperstown, N. Y., George Hyde Clarke.

Crain.—On August 20, at her summer residence in Cullenwood, Hannah A. Crain, widow of the late Dunham Jones Crain.

Draper.—On August 16, at the home of her stepson, Dr. William K. Draper, in Mt. Kisco, Ruth Dana Draper, widow of the late Dr. William H. Draper.

Lewis.—On August 4, at his residence in Bedford, N. Y., Percy Pyne Lewis.

Morales.—On August 1, in Panama, E. A. Morales, Jr., son of the Panaman Minister to the United States.

Morgan.—On August 4, at the residence of her son-in-law, Rudolph H. Kissel, in Morristown, N. J., Caroline Fellowes Morgan, widow of the late David Pierce Morgan.

Redmond.—On August 13, at her summer residence in Newport, R. I., Lydia S. Redmond, wife of Henry Redmond.

Rose.—On August 9, at Los Angeles, Cal., George Rose.

Whiting.—On July 31, at her residence in Flushing, Maria Antonia Whiting, widow of the late Walter Bradley Whiting.

PROVIDENCE

Binney.—On August 9, at her summer home in Newport, Josephine Angier Binney.

RICHMOND

Bidgood.—On August 15, at her residence, Sallie C. Bidgood, widow of the late George Langhorne Bidgood.

WASHINGTON

Bradford.—On August 4, at the Naval Hospital in Chelsea, Mass., Rear-admiral Royal Bird Bradford, U. S. N.

Sweitzer.—On August 20, Helen M. Sweitzer, widow of the late General Nelson B. Sweitzer.

Wilson.—On August 6, at the White House, Washington, D. C., Helen Louise Wilson, wife of President Woodrow Wilson.

Engagements

NEW YORK

Brown-Thorne.—Miss Evelyn Brown, daughter of Mr. and Mrs. James Brown, to Mr. Francis Burritt Thorne, son of Mr. and Mrs. Edwin Thorne.

Cammann-Fairchild.—Miss Cornelia deLancey Cammann, daughter of Mr. and Mrs. Charles L. Cammann, Jr., to Mr. William S. Fairchild, son of Mr. and Mrs. Samuel W. Fairchild.

Duane-Jones.—Miss Katherine Duane, daughter of Mrs. James May Duane, to Mr. William Strother Jones, Jr.

Glover-Johnson.—Miss Katherine Sturges Glover, daughter of Mrs. William B. Glover, to Mr. Allen A. Johnson, son of Mr. Gilbert H. Johnson.

Gould-Oldham.—Miss Emily Pierrepont Gould, daughter of Mrs. James H. Gould, to the Rev. G. Ashton Oldham, rector of St. Luke's Episcopal Church.

Hepburn-Emmet.—Miss Beulah Eaton Hepburn, daughter of Mr. and Mrs. A. Barton Hepburn, to Lieutenant Robert R. M. Emmet, U. S. N., son of Colonel and Mrs. Robert Temple Emmet.

Ralli-Allen.—Miss Ione Ralli, second daughter of Mr. and Mrs. Anthony P. Ralli, to Mr. Henry Butler Allen, of Philadelphia, son of Mr. and Mrs. Franklin Allen, of Greenfield, Massachusetts.

Sabine-Coles.—Miss Alice Sabine, daughter of the late Bishop William T. Sabine and a sister of Mrs. O. F. Lewis, of New Rochelle, to Mr. Francis Woodward Coles, Jr., of Tarrytown.

BOSTON

Johnson-Dietz.—Miss Barbara Bancroft Johnson, daughter of Mr. and Mrs. Edward Jewett Johnson, of Winchester, Massachusetts, to Mr. Robert Edwin Dietz, 2d, son of Mr. and Mrs. John Edwin Dietz, of New York.

PHILADELPHIA

Hunter-Kelly.—Miss Sarah M. Hunter, daughter of Mrs. L. G. C. Hunter, to Mr. Thomas Smith Kelly, son of Mrs. John H. Whitaker and grandson of Mr. and Mrs. Charles D. Barney.

Mederos-Coxe.—Miss Mercedes Mederos, of Havana, Cuba, to Mr. Francis Travis Coxe, son of Mr. and Mrs. Marcellus Coxe and first secretary of the American Legation in Honduras.

Morris-MacLeod.—Miss Mary Paul Morris, daughter of Mr. and Mrs. William P. Morris, to Mr. Cameron MacLeod, son of Mr. and Mrs. William MacLeod, of Westwood, Massachusetts.

PITTSBURGH

Wood-Lyne.—Miss Helen Foster Wood, daughter of the late Alan W. Wood, to Mr. Robert Addison Lyne, son of Mr. Wickliffe C. Lyne.

SAN FRANCISCO

Hammer-Miller.—Miss Delphina Livingston Hammer, daughter of Mr. and Mrs. Alfred E. Hammer, of Branford, Connecticut, to Mr. Carlton Earle Miller, son of Mrs. H. P. Miller, of Santa Barbara, California.

SAVANNAH

Cole-Waring.—Miss Susie Cole, daughter of Mr. and Mrs. William A. Winburn, to Dr. Antonio J. Waring.

Weddings

NEW YORK

Adams-Wagstaff.—On September 12, in Christ Episcopal Church, at West Islip, Long Island, Mr. John Fairchild Adams, son of Mr. and Mrs. Horatio Adams, and Miss Margaret Wagstaff, daughter of Colonel and Mrs. Alfred Wagstaff.

Bogert-Pearson.—On September 5, at Newport, Mr. Beverly Bogert and Miss Josephine Pearson, daughter of Mrs. Frederick Pearson.

Gardner-Morgan.—On September 12, at Princeton, Mr. Henry Burchell Gardner, son of the late Dr. Alfred W. Gardner, and Miss Sarah Spencer Morgan, daughter of Mr. and Mrs. Junius Spencer Morgan and niece of the late J. Pierpont Morgan.

Griswold-Turnure.—On September 12, in Trinity Church, at Lenox, Massachusetts, Mr. Roger Wolcott Griswold, son of Mr. and Mrs. Matthew Griswold, of Erie, Pennsylvania, and Miss Mary Mildred Turnure, daughter of Mr. and Mrs. George Evans Turnure.

Harrison-Cook.—On August 19, at the residence of the bride's parents, in Trenton, New Jersey, Mr. Carter H. Harrison, Jr., son of Mayor Harrison of Chicago, and Miss Lucy Brady Cook, daughter of Mr. and Mrs. Charles Howell Cook.

Pennington-Damrosch.—On September 5, at the summer residence of the bride's parents, Westport-on-the-Lake, Mr. Hall Pleasants Pennington, son of Mr. and Mrs. Josias Pennington, of Baltimore, and Miss Alice Blaine Damrosch, daughter of Mr. and Mrs. Walter Damrosch.

BOSTON

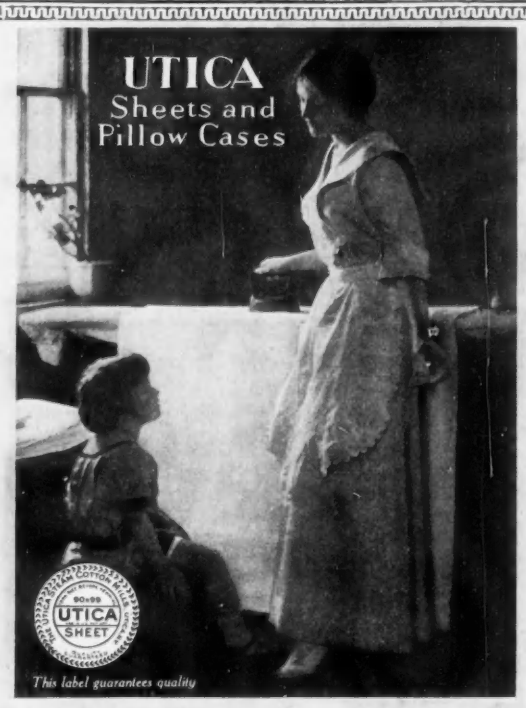
Grosvenor-Burnett.—On September 16, in Peterboro, New Hampshire, Mr. William Grosvenor, of Providence, Rhode Island, and Miss Mary Burnett, daughter of the late Charles Burnett of Southboro, Massachusetts.

(*Continued on page 104*)

J & J SLATER

Presenting the
newest novelties
in footwear

Mail Service
Broadway at 25th Street, New York



BEING torn for hemming, "Utica" ready-made Sheets and Pillow Cases iron straight and smooth. Because of their fine laundering qualities and long wear, Utica Sheets and Pillow Cases have been standard for over sixty years.

Sold by dry goods stores everywhere.

UTICA STEAM & MOHAWK VALLEY COTTON MILLS, Utica, N. Y.

Established 1848. Times change, but "Utica" remains a Standard

Eau de Cologne Imperiale

Standard quality—of such crystal clarity that the full bottle looks empty.

Eau de Cologne should be limpid and purely transparent — without any colour whatever.

Do not buy it except in clear untinted bottles.

New premises in 1914 : 68 Avenue des Champs Elysees, Paris

Lincoln Bartlett Company

314 South Michigan Ave.

CHICAGO

Importers and Gown Makers

We Import and Design tailor made suits and coats; afternoon, evening and reception gowns. Also special waists to match suits.

The models that will be created for you will not be duplicated for anyone else.

We are prepared to execute special orders at very short notice.

Established 1894

Peck & Peck

HOSIERY FOR ALL OUTDOORS

Golf, Hunting, Tramping, Shooting

The most select of English and Scotch Stockings and Socks for gentlemen and gentlewomen, made of the softest and purest of wools to combine comfort and wearing quality.

Unusual importations in a great variety of weaves and shades.

No. 42. Woodhurst Scotch Golf Sock in subtle plaids of Lovats and Grays. Hand-loomed of the purest wool produced. $2.50 the pair.

No. 151M. Hand-made Scotch Golf Hose with fancy tops. In colors of the prevailing mode. $3.50 the pair.

No. 163M. White English Derby Ribbed Tennis Sock of Pure Australian wool. Plain, $1.00. With self or colored clocks, $1.50 the pair.

No. 43. Wren-Ladies white Ribbed Golf Hose with turn-over tops in blue, rose or purple. Made in Scotland. $3.50 the pair.

No. 77. Finest Scotch wool ribbed Stockings in Oxford, lovat and heather mixtures. Also in black, white, blue, green or purple. $3.00 the pair.

No. 44. Fornley. Pure Shetland Wool Golf Hose. Soft and Comfortable. In gray or brown mixtures. $5.00 the pair.

No. 145M. Hand-colored English wool and lustre sock. In Oxford or Heather mixtures. $1.50 the pair.

PECK & PECK

588 FIFTH AVE., AT 48th ST., 448 FIFTH AVE., AT 39th ST.

NEW YORK

S O C I E T Y

(*Continued from page* 102)

PHILADELPHIA

O'Neill-Lippincott. — On August 5, at Jamestown, Rhode Island, Mr. William O'Neill and Miss Marianna Lippincott, daughter of Mr. and Mrs. J. Bertram Lippincott.

Weddings to Come

NEW YORK

Ingersoll-Cunningham. — On October 8, in Grace Church Chantry, Miss Theresa Van den H. Ingersoll, daughter of Mr. Colin Macrae Ingersoll, to Dr. John H. Cunningham, of Boston.

Livingston-Davis.—On September 26, in St. Paul's Church, at Tivoli, New York, Miss Laura S. Livingston, daughter of Mrs. Robert R. Livingston, to Mr. Howland S. Davis, son of Mr. and Mrs. Howland Davis, of New York.

Rice-Harvey. — On September 16, in Christ Church, at New Brunswick, Miss Sally Neilson Rice, daughter of Judge and Mrs. J. Kearny Rice, of New Brunswick, to Mr. Harold C. Harvey, of Trenton, son of Mr. and Mrs. Alexander Harvey, of London.

Watson-Frelinghuysen.—On October 3, in the Episcopal Church, at Islip, Long Island, Miss Mai Duncan Watson, daughter of Mr. and Mrs. Walter Watson, to Mr. Frederick T. Frelinghuysen.

Young-Hine.—On November 10, in St. Thomas's Church, Miss Sibyl E. Young, daughter of Mr. and Mrs. Edward L. Young, to Mr. Lyman N. Hine, son of Mr. and Mrs. Francis L. Hine.

BALTIMORE

Donaldson-Hemphill.—In October, Miss Charlotte M. Donaldson, daughter of the late Frederick B. Donaldson and Mrs. Donaldson, of Lawyers Hill, Maryland, and Mr. James Hemphill, son of Mr. and Mrs. E. Dallet Hemphill.

BOSTON

Lee-Sargent.—On September 26, at Beverly Farms, Miss Margery Lee, daughter of Mr. and Mrs. George Lee, to Mr. Francis W. Sargent, Jr.

Reed-Townsend.—On September 29, at the country residence of Miss Reed, Great Barrington, Massachusetts, Miss Edith Reed, daughter of the late Charles Reed, of New York, to Mr. Richard S. Townsend, of Brookline, Massachusetts.

CHICAGO

Butler-Ryerson. — On October 6, Miss Nora Butler, daughter of Mr. and Mrs. Morton Butler, of Evanston, Illinois, to Mr. Edward L. Ryerson, Jr., son of Mr. and Mrs. Edward L. Ryerson.

Knott-Dangler. — On October 3, Miss Lucy Alexander Knott, daughter of Mr. and Mrs. Henry I. Knott, to Mr. David Dangler, son of Mr. Charles I. Dangler.

PHILADELPHIA

Denniston-Booth.—On October 10, Miss Leanora Denniston, daughter of Mrs. Edward Evans Denniston, to Mr. Henry D. Booth, Jr., son of Mr. and Mrs. Henry D. Booth, of Germantown.

Glover-Millett.—On October 31, at the summer residence of the bride's parents, in Fairfield, Connecticut; Miss Harriet Coleman Glover, daughter of Mr. and Mrs. Henry Sheaff Glover, to Mr. Gardner Willard Millett.

Musser-Eckert.—On September 26, at the summer home of the bride's mother, in Dorset, Vermont, Miss Agnes H. Musser, daughter of Mrs. John H. Musser, to Mr. Samuel B. Eckert, Jr., son of Mr. and Mrs. Samuel B. Eckert.

A S S E E N *by* H I M

(*Continued from page* 100)

In regard to American society, I think what has been done at Newport since war was declared is a sufficient answer to the oft repeated slander that our fashionable women think of nothing but amusing themselves.

A BALL FOREGONE

Mrs. Stuyvesant Fish gave up her flower ball on account of the war and in respect to the mourning at the White House, but rather than have any hardship fall upon the costumers and caterers and tradespeople who were making preparations for the ball a great fête for the Red Cross was planned in lieu of it. There were tableaux by the most beautiful women of the Newport colony, dancing, music, and feasting, but with the purpose of rendering aid to the Red Cross. Mrs. Vanderbilt gave "The Breakers," her palace on Bellevue Avenue, for the entertainment, and Mrs. Ogden Mills, Mrs. Arthur Curtiss James, Mrs. August Belmont, Mrs. William K. Vanderbilt, Jr., Miss Wetmore, Mrs. George D. Widener, Mrs. J. Francis A. Clark, Mrs. Howard G. Cushing, and others of the Newport women cooperated in the work. Mrs. French Vanderbilt, Mrs. Pembroke Jones, and several hostesses decided to postpone their entertainments, and Lady Granard, who had just arrived in this country on a visit to her mother, Mrs. Ogden Mills, left by the next ship for England, to engage in Red Cross work abroad.

As for European society women, we have heard of the enlistment of such women as Mrs. George Law, Countess Széchényi, Mrs. Spender-Clay, Mrs. John Astor, Lady Beatty, Lady Cheylesmore, Mrs. William K. Vanderbilt, and Lady Arthur Paget in the work of the Red Cross. The yacht cruise was disbanded and the International Cup race called off. In fact, society has given up its amusements and its time to help in the cause of aiding the wounded and providing for the orphans and widows.

OTHER TIMES, OTHER MANNERS

All the captains of finance and multimillionaires went deep down in their pockets to assist stranded Americans abroad. Perhaps some of the Newport hostesses are not in a remote degree personally interested in the conflict raging across the sea, and perhaps London and Paris did not stop in their entertaining either during our Civil War or later when we had our little brush with Spain, but the American woman and the American man of to-day are broad-minded and tactful. England once, it is true, fiddled and danced at Brussels until the booming of cannon changed the scene of revelry into one of speedy rushing to meet the enemy on the field of Waterloo, but now we have developed more serious views of war—other times, other manners.

New Swoboda System of Conscious Evolution for Women

A beautiful figure, a charming personality, perfect health and an unusual abundance of vitality will mean new and greater life, new joys and pleasures, a genuine success and complete satisfaction and happiness.

Originator of Conscious Evolution for Women

Why Take Less Than Your Share of Pleasure, Life, Success and Happiness?

Regardless of who or what you are, whether young or old, weak or strong, rich or poor, plain or pretty, the Swoboda System of conscious evolution can make you better. It can give you an intense, thrilling and pulsating nature; it can increase your very life. ***Why Be Old,*** *tired, weak and easily exhausted at any age? My system can render you active, strong, energetic and youthful without fail.*

Nothing Appeals To A Man *so much in a woman as good health, abundant vitality, tirelessness, a wholesome body, a cheerful mind, a pleasing manner and a happy expression. The thoroughly healthy, vigorous, wholesome and womanly woman is the one who succeeds in every walk of life.*

Are You Satisfied With Your Life? The Swoboda System will show you how to gain the perfect, beautiful development, the poise and grace, a beautiful complexion and figure, a fascinating personality and great personal magnetism which control others and draw to you admiration, affection, success and give happiness.

Have You Good Reason To Be Satisfied With Your Life? Are you getting the most happiness, satisfaction and admiration out of your every day's existence? Are not other women obtaining better results simply because they possess to a higher degree some characteristics or quality which Nature has failed to develop for you? Why not through my system cause Nature to do for you what you desire and need? Why not let me show you how to develop yourself and attract not only a higher class of men and women, but the better side of every one with whom you come in contact as well?

Why Not Always Be At Your Best? If you are thin, I promise to increase your weight and develop your flesh. If you are fat, I can reduce your figure and weight. If you are run down, weak, nervous, anxious, apprehensive, hysterical, sluggish, easily tired, lifeless, or if you are discouraged, lose hope and have the blues, I promise you perfect health, an abundance of reserve energy, and to make you tireless, strong, physically perfect, courageous and self-reliant, thus to increase your powers of life.

Become Superior To Other Women. The Swoboda System can make a better woman of you physically, mentally, and in every way. It causes a greater activity of the forces of life which in you are partially dormant thus compelling them to become more alive and positive and enabling you to grow and evolutionize to a higher state of perfection. The Swoboda System can do more for you than you can imagine. It can make a new and superior woman of you. I not only promise it, but I guarantee it. The Swoboda System of conscious evolution can give you a figure, health and magnetism over which men enthuse and other women envy. It can so vitalize every organ, tissue and cell of your body as to make the mere act of living a joy.

The New Swoboda System Of Conscious Evolution For Women requires no drugs, no appliances, no dieting, no study, no loss of time and no inconvenience. There is nothing to worry you. It gives ideal mental and physical conditions, through the use of newly discovered natural laws, which govern the life and development of the cells. It generates vitality, strengthens the heart, energizes the nerves, creates perfect digestion and circulation, eradicates all mental and physical sluggishness, purifies the blood, puts color in the cheeks, life and sparkle in the eyes, and makes life successful and worth living.

Why Live An Inferior Life?

I know that I can prove to you by demonstration that you are only half as well, strong, vigorous and tireless as you can be; only half as attractive, beautiful and fascinating as you may be, and that your personal magnetism is less than half of what it must be to enable you to achieve real success and happiness.

The Swoboda System is the result of a discovery I made in the human body. It has revolutionized the methods and possibilities of perfecting the mind and body. It does not stop with mere primary effects, but it proceeds into the realm of organic evolution by producing secondary and tertiary reactions. You never will know what it is to be really and fully alive until you have given the new Swoboda System of conscious evolution for women a trial. **The Swoboda System** is no experiment. More than two hundred thousand have tested it successfully.

My new copyrighted book is free. It explains the Swoboda System of *conscious evolution* and the human body as it has never been explained before. It will startle, educate and enlighten you.

My book is not a dry treatise on anatomy and physiology; it tells in a highly interesting and simple manner just what you have always wanted to know about yourself.

You will cherish this book for having given you the first real understanding of your body and mind. It shows how you may be able to obtain a superior life; it explains how you may make use of natural laws for your own advantage.

My book will give you a better understanding of yourself than you could obtain from a college course. The information which it imparts cannot be obtained elsewhere at any price. It shows the unlimited possibilities for you through conscious evolution of your cells; it explains my discoveries and what they are doing for women. Thousands have advanced themselves in every way through a better realization and conscious use of the principles which I have discovered and which I disclose in my book. It also explains the *dangers of exercise* and *of excessive deep breathing.*

Unless you already know all about the new Swoboda System of *Conscious Evolution for Women,* you should lose no time in securing my free book. It will give you information which you will value, because it will open new avenues through which you may become successful in satisfying your most intense desires.

I offer my system on a basis which makes it impossible for you to lose a single penny. My guarantee is startling, specific, positive and fraud-proof.

Write for my *Free Book* and full particulars to-day before it slips your mind. Make up your mind to at least learn the facts concerning the *New Swoboda System of Conscious Evolution for Women.* Address

ALOIS P. SWOBODA, 1234 Aeolian Hall, New York City, N. Y.

Maternity Apparel

Lane Bryant Maternity Garments retain every line of the most graceful fashions of the day, adapted for maternity with expanding waistlines and designed to meet every emergency without showing the least trace of their motive.

Dresses, Coats, Suits, Skirts, Blouses, Negligees

Manufactured in my own atelier and sold directly to you without intervening profits. Consequently

The prices are no higher and in many instances actually lower than asked elsewhere for ordinary styles.

5024 (*as illustrated*). **Maternity Dress** with gathered basque and box plaited tunic, made of French serge in navy or black combined with charmeuse.
Value $35.00. *Special Price* **24.50**

The Lane Maternity Corsets

are designed to give a needed support and retain a pleasing outline of figure without any pressure on sensitive parts. Made in high or low bust models. Not sold elsewhere for less than $5.00.
Special Price **3.85**

Send for our Season Book, "Edition "VM"
EXPECTATIONS AND STYLES

Lane Bryant

25 West 38th St., New York

EXTRA SIZE MODELS

For robust, well developed figures measuring 44 to 54 inches at bust, we have special styles showing the latest ideas adapted for all ages with height-giving lines.

Send for "New Styles" Edition V.

ESTABLISHED FOR 50 YEARS

H. JAECKEL & SONS

WEST THIRTY-SECOND STREET
NUMBER SIXTEEN
NEW YORK

OUR collection of models both of European and American creation, has that correctness and excellence of style and quality for which we always have had a reputation.

No connection with any other House

A PORTRAIT PAINTER AT TWENTY-ONE

PROBABLY he who would achieve success as a portrait painter sets her aspirations as perilously high as any who follows art. Every one knows tales to dissuade. How refreshing is it, then, to hear an instance of the usual story reversed. A short stretch, a sure, steady run, and a tale of success upon success. "Just add, 'a girl of twenty-one did it,' and the fairy tale is labeled," was the scoffing comment of a well-known connoisseur in art to a group of people at an exhibition in a Fifth Avenue gallery one day not long ago. He was challenged, however, to go and see, and the party headed for an uptown art colony.

Miss Betty Peters, though a girl of but twenty-one, has already achieved much success as a portrait painter

Entering one of a row of low, gable-roofed buildings, they reached the loft studios by a seemingly interminable flight of stairs. As the door of the studio opened, a waning light blurred the lesser details of the interior of the room, and the canvas folk, grouped here and there in the corners and against the wall, seemed to step back into the half-shadow. Only an easel in the middle of the room stood forth persistently, and a young girl, in an enveloping smock of somber brown which threw into relief her pale gold hair, walked back from the easel with a sigh, loath to stop painting. The light was too poor, however, to do more that day, and the painter became hostess.

BETTY PETERS, ARTIST

The critic's eyes persisted in turning from the canvases back to the very youthful profile bent over the teacups. Only the hands explained, and they were convincing, as the hands of an artist always are. Betty Peters was the name of this slim, blonde girl whose pictures have not only been accepted, but hung at recent exhibitions of the Academy of Design.

Though she was born in Paris, and spent her early life in Baltimore, Betty Peters is essentially a New Yorker, for it was in New York that her artistic training began, and it is there that she has achieved her successes in very rapid order.

The canvases held the attention of the sceptical critic, but the real triumph came when he espied two portraits, orders for which he had expected to secure for a well-known foreign painter. His surprise was followed by his sincere congratulations to this girl of twenty-one, who had painted such convincing portraits. He came to vindicate his scepticism, he remained to praise.

TWO YEARS TO PROMINENCE

Miss Peters first came into prominence when her "Brown of Nevada" was hung at the spring exhibition at the Academy of Design two years ago. Many people saw and were struck by the forceful yet restrained way the artist had rendered the personality of the rugged plainsman. The painting resulted in an order from Mr. J. Dunbar Wright, himself a landscape painter, who liked the way the subject was handled, and asked her to paint his own portrait. As a result, the picture was painted the following winter. This is a three-quarter-length portrait which is very happy in its expression of the personality of the sitter, with his characteristically erect and military carriage.

Miss Peters's portrait of Mr. J. Dunbar Wright, who held an exhibition of his landscapes at the Folsom Galleries last season

Miss Peters's first public commission was the portrait of the late Gustav Schwab for the Chamber of Commerce, of which he was president at one time. This was a particularly difficult order as it had to be done from documents as it were, a collection of portraits, no one of which was to be followed absolutely.

All last season Miss Peters worked faithfully in her studio and completed nine portraits. In June, at the end of this successful season, she went to Boston, as she had been given a commission to paint a portrait of Governor David I. Walsh for the Executive Chamber.

The Bust Line Must Show

The new silhouette shows decided curves and the contour of the bust must be in evidence instead of having the almost flat effect that has been fashionable for two seasons.

How to accomplish this natural curve and yet maintain the loose uncorseted effect is a problem easily solved by this

La Prima Bust Transformer

Thick pads and layers of ruffles are no longer necessary to give roundness to thin figures. This Bust Transformer of cable net lends the desired curve. The contour cups can be removed and the garment quickly laundered. Sent to you direct on receipt of price, $1.50.

Sizes from 32 to 42.

ANDERMAN FORM CO.
28 Peck Court Chicago, Illinois

YOU MAY DANCE

with ease and comfort and bend your body in any posture, but the beauty of

YOUR CORSET LINES

will always remain if your corset is

BONED with "WALOHN"

Only genuine if "Walohn" is stamped on every strip

La Mode

The Correct Maid's Dress

Price $3.50
In the United States only

The La Mode MAID

Style Number 309, Black Cotton Pongee.
Style Number 333, Grey Cotton Pongee.
They are chic, practical, durable and economical.
Sold by all reliable houses
If by chance they are out of stock, write

HAYS & GREEN
26-32 W. 17th St. New York

Write for illustrated folder V showing other models.

Club Cocktails

SUPPOSE you use exactly the same fine old liquors in your handmade cocktail that we use in CLUB COCKTAILS.

Suppose you knew as much about mixing as our experts—the experienced men who so unerringly blend the superb ingredients of a CLUB COCKTAIL.

Could you—while mixing—supply that delicious flavor that is put into CLUB COCKTAILS through long aging in wood?

You'll admit we have it on you there.

Remember—superb liquors—expert mixing—aged in wood. That's why so many good hosts today serve CLUB COCKTAILS.

Ten Popular Kinds All Dealers

G. F. HEUBLEIN & BRO.
Sole Proprietors
Hartford New York London

You pay your guest a delicate compliment when you use for the salad

McNALLY'S OLIVE OIL

"The Oil of the Epicure"

—IT is as though you should say: "Mine friend, you and I know the great difference in flavor between **mere** pure olive oil and **this** pure olive oil—come let us enjoy its exquisite bouquet and pity those who do not know."

At your dealer's or delivered direct in gallon or half-gallon cans or in bottles securely packed upon receipt of the following prices: Gallons $3.85, half-gallons $2.25, 21 ounces $1.00, 10 ounces, 60c, 5 ounces 35c. Send to-day for the interesting McNally Olive Oil booklet with which we shall forward 6 beautiful post cards showing scenic spots in California.

Address Chicago Office McNally Ranch
117 Rand-McNally Building, Chicago

FREE
Six scenic post cards and beautiful booklet. Write for them to-day.

THE CHARM OF THE LUXURIOUS EAST

IS IMPARTED BY

LAZELL'S

MASSATTA TOILET WATER

A DELICATE SUGGESTION OF FRAGRANT JAPAN

THE TRUE ORIENTAL ODOR IS WONDERFULLY APPEALING

SEND US TEN 2-CENT STAMPS to cover cost of mailing, and we will send you free a cake of Massatta Soap, a week-end package of Massatta Talcum Powder and a small bottle of Massatta Toilet Water.
LAZELL, Perfumer, New York

IF YOUR VOGUE SEEMS LATE

Despite our warning that the Autumn numbers of Vogue are being published slightly later than usual this year, a number of subscribers have written to complain about the late receipt of copies. Please do not write until you have given your copy at least four to five days' grace.

"At All Good Shops"

THE Florine Veil, depicted above, is one of the new Van Raalte creations. It has an almost invisible mesh, which is cool, soft and feels nice to the face. "Florine" is distinctive.

Plain or figured ground, as your individual choice may dictate, and many beautiful colors. Van Raalte Veils are indispensable to the woman who would be correctly attired.

Wonderful variety, to suit every face and every occasion and delight every taste.
Van Raalte Veils stretch without tearing, will wash, and outwear three ordinary veils.

VAN RAALTE MAKE

For Your Protection—
this little white ticket is on every yard. Look for it.

Write for "The Witching Veil." It shows many charming Van Raalte Veils and tells how to wear and care for them.

E. & Z. VAN RAALTE 100 Fifth Ave.
New York

THE PARIS OPENINGS

(*Continued from page* 31)

MARTIAL ET ARMAND

Martial et Armand are not so drastic. A full skirt and a short they do favor, but they endeavor to placate us by hanging beneath it a narrow underskirt. True, one very rarely catches a glimpse of this underskirt, and its sole object seems to be to make the wearer take short, mincing steps.

This house, too, is making many one-piece dresses,—some with full skirts shirred on at the curve of the hips, others with skirts which attain fulness by means of gores or a circular cut. Some are in the old princess style. Their newest sleeve introduces fulness at the elbow, but many are merely tight and long.

This house uses much cloth, particularly a new cloth called "*drap de Londres,*" and a heavy silk faille. Here white broadcloth and sealskin are very effectively combined. A great many of the frocks are of silk, and these are usually shown with mantles of velvet, wide and loose, which are generally lined with matching satin and are fur-trimmed.

The Martial et Armand muffs are enormous, are made of the material of the coat, and are banded with fur. They are the round, typical bolster muffs. Broadtail, black astrakhan, skunk, and sealskin are favored.

DŒUILLET

Dœuillet, too, declares for the skirt wide at the hem and short. Skirts and coats alike have the circular flare. Dœuillet, Chéruit, and Martial et Armand are of one mind as to the one-piece frock, though Dœuillet perhaps shows more cut on strictly princess lines. Then, too, there are skirts shirred on at the curve of the hips, with the waist part loose over bust and waist-line. The prevailing materials here are silks, particularly faille. For street suits this heavy silk and *velours de laine* hold about equal favor. Evening gowns have their quota of tulle, pearls, and beads.

CALLOT

Callot Sœurs are employing beyond other designs the smart, one-piece, *moyen âge* dress, with round neck and long sleeves. All Callot skirts are very short, some as much as eight inches from the ground, and some are really wide at the hem. Some are flat in the front, slightly draped on the hips, and full in the back. Others are flat in the front and the back, with a godet flare on the hips. In general, skirts are wide in effect just above the knees than at the hem or top —quite a different silhouette from that of Chéruit. The narrow underskirt is still used by this house, and often has over it a tunic opened at the front and falling from two to five inches below it. This produces a unique effect. These will be shown in the October 1 Vogue.

Tailored frocks are made by Callot Sœurs of a variety of materials—cloth, moire, faille, velvet, serge, and *velours de laine*. Jackets are of all lengths, and many of them have flat backs with three seams and a godet flare at the hips. Separate coats of velvet extend half way to the knees, with fur bordering all the edges; the backs are flat and seamed, and there is a very pronounced godet flare at the hips. In the sleeves of coats, too, there is much scope for choice. They are made in kimono fashion or are seamed at the shoulder, are long or three-quarter-length, and have wide cuffs or a sharp, fur-edged flare.

Evening gowns designed by Callot are trimmed with tulle, are much flounced, and a sparkle with beads and jet. Trains are few, and necks are but moderately low, with frequently a transparent drapery hung from the shoulders. The changes in the blouse are conspicuous. Very few are transparent, and the neckline is no longer V-shaped, but round, or else touches the nape of the neck at the back and runs straight across the front from shoulder to shoulder.

Favored among the colors are sage green, crimson, purple, brown, Nattier blue and other shades of blue, and a brownish ocher. With these colors there are combined gold and silver in the trimmings, often in embroidery on cloth. Much black velvet is used. The furs that Callot Sœurs use are ermine, mink, opossum, kolinsky, and dark fox.

PREMET

The question of the skirt which looms large upon the horizon of fashion is summarily settled by Premet with skirts that are wide, and very often circular. Indeed, one pretty brown taffeta frock even resorted to the ruse of concealing an underskirt boned at the hem to distend it to its widest capacity. Premet skirts are also short; and not only short, but often shorter on the sides than in the back and front.

Premet is true to the semifitted basque and has decided that daytime bodices are no longer to be décolleté. Indeed they are to be long-sleeved, and sometimes seamed at the shoulder, though many still have the kimono sleeve.

Coats offer all kinds of possibilities, but as a rule they are fitted to the waist-line and flare in a circular manner below it. Many coat models are short in front and reach to the hem of the skirt behind.

In his choice of materials Premet likes richness and brilliancy. Velvet and satin evening cloaks are sumptuously heavy with silver embroidery. Combination costumes are often developed with velvet coats and cloth skirts, and cloth coats are shown over satin frocks. Many daytime frocks of cloth or serge are combined with silk. Evening frocks are of satin, tulle, and taffeta with silver lace and flowers as trimmings. Tunics and tulle draperies are featured and sashes play a piquant, conspicuous part. The familiar white fox leads all other furs, though moleskin, ermine, kolinsky, and skunk are all popular.

Brown, gray, claret, salmon, and green are favored. An especial coterie of frocks for young girls were in very short, one-piece models of serge, cloth, velvet, and silk, impartially embroidered.

PAQUIN

As an apostle of moderation, Paquin makes tailored skirts moderately wide and moderately short. All other skirts are undeniably full at the waist and hem. Paquin sponsors a pointed bodice, but agrees with the common verdict that sleeves are to be long.

As for materials, the house of Paquin has developed many models of cloth, serge, velvet, and tulle, and is generous in the use of silver and gold lace as trimmings, supplemented by furs such as fox and *putois* and skunk.

BERNARD

With no disposition to quibble, Bernard snips skirts off short—from five to eight inches at one snip—and to make them appear the shorter, introduces fulness a plenty either at the waist-line or in flounces shirred or plaited to yokes at the hips; other skirts he persuades to contain much fulness in box plaits. He pronounces black velvet very chic, and for street wear robin's egg and navy blue, Bordeaux, black, and white materials, and collars them all high and tight with fur. Flying in the face of the mode for long coats, he makes trim little military jackets, cut short, and banded every possible place—sometimes even at armholes and elbows—with fur. E. G.

Clear Your Skin of Blemishes

by Using

Cuticura Soap Exclusively

And Cuticura Ointment occasionally. They succeed when others fail. Nothing better at any price.

Samples Free by Mail

Cuticura Soap and Ointment sold throughout the world. Liberal sample of each mailed free, with 32-p. book on treatment of the skin and scalp. Address "Cuticura," Dept. 133, Boston.

RIVIERA

FLOWER DROPS
FRANCAISES

One drop on the shoulder of gown or amongst lingerie will usually last through several launderings. In dainty cut top bottles, wood cased, Seventy-five cents. Muguet, Rose, Violet, Sweet Pea, Lilas

Parfumerie Riviera
PARIS

SPÉCIALITÉS DE BEAUTÉ

44 West St. BOSTON — 450 Fifth Ave. NEW YORK — 617 So. Michigan Ave. CHICAGO

Catalog on request

FRENCH—GERMAN
SPANISH—ITALIAN

is Easily and Quickly Mastered by the

LANGUAGE Phone Method

Combined with Rosenthal's Practical Linguistry

This is the natural way to learn a foreign language. You hear the living voice of a native professor pronounce each word and phrase until you know it. It is a pleasant mental diversion, no tedious rules or memorizing, simply practice during spare moments. Thousands of women have learned French or other languages on their own talking machines by this method. Let us tell you how to do it and send our free "Treatise on Language Study." Write to-day.

THE LANGUAGE PHONE METHOD
942 Putnam Bldg. 2 West 45th St., New York

OMO

The Odorless Dress Shield

Are your dress shields the best obtainable and fully guaranteed? Are they the right size and correctly placed? Are they the style and shape best suited to the particular costume in which they are worn?

These are important questions that deserve careful attention.

Omo Shields supply the right answer in every case. They include styles for every costume; they are dainty, odorless, washable and

Every Pair is Guaranteed

You should be acquainted also with Omo Brassieres containing removable shields in pockets, and with Omo Back Shields and Sanitary Aprons.

Ask your dealer for Omo Shields. Insist on your dressmaker using them.

Illustrated booklet free on request. Omo Shields, Size 3, sent for 25c and your dealer's name.

The Omo Mfg. Co.
60 Walnut Street, Middletown, Conn.

Makers of the celebrated Omo Pants for Infants

SELMA'S RUSSIAN

Skin Beautifier

Fourteenth Year in America

You owe it to yourself to test the value of this velvety Russian cream which contains rare beautifying oils from the Far East. Its daily use brings benefits no other cream can give. Thousands of careful women all over the world use it exclusively. IT WILL SATISFY YOU. Jars 50c, 75c, $1.25, tube 50c.

Selma's Russian Face Powder

pure, fine and downy—especially adapted for tender skins. White, natural, brunette, pink, mauve, 50c, 85c.

Take no substitute. Insist on getting what you ask for. Look for my photograph on label. Also Selma's Russian Talcum Powder 25 and 50c; Cold Cream, 25 and 50c; Shakespeare, Selma Rose and Selma Lily of the Valley Toilet Water, $2.00; Selma Violet Toilet Water, $2.50; Compact Powder, 32 and 35c; Lip Rouge, 35c; Scalp Tonic, 45c, 65c, and $1.00; Hair Grower, 40 and 75c; Pine Shampoo, 25 and 50c; Pine Hair Powder, 50c; Brilliantine, 35c; Sachet Powder, 75c; Sea Salts, 65c and $1.00 per bottle.

ON SALE IN NEW YORK
At leading Department Stores

Riker-Hegeman and Liggett's Drug Stores, Park & Tilford and Acker, Merrall & Condit Stores, or ask your own Druggist.

In Boston at C. F. Hovey & Co., Filene's and Liggett's (Avon St.) Store.

In Philadelphia at Strawbridge & Clothier, George B. Evans' Stores, Gimbel Bros. and Riker-Hegeman's Stores.

In Atlantic City at Marlborough-Blenheim Drug Store, Lawrence's (Hotel Brighton), Apollo Theatre Pharmacy, Sheatz and Galbreath.

In Atlanta, Ga., at Chamberlain, Johnson & DuBose Co., E. H. Cone and the Jacobs Drug Stores.

In Minneapolis, Minn., at the Public Drug Co. Stores.

In Denver, Colo., at Denver Dry Goods Co.

In Indianapolis, Ind., at L. S. Ayres & Co.

In Los Angeles, Cal., at Arthur Letts' (Broadway Department Store).

In Asbury Park, N. J., at Davidson's Pharmacy.

In Jacksonville, Florida, Kohn, Furchgott Co.

Take no substitute. Look for my photograph on label.

Address Mail Orders to the Sole Manufacturer

Selma J. Sotherlund of Russia.

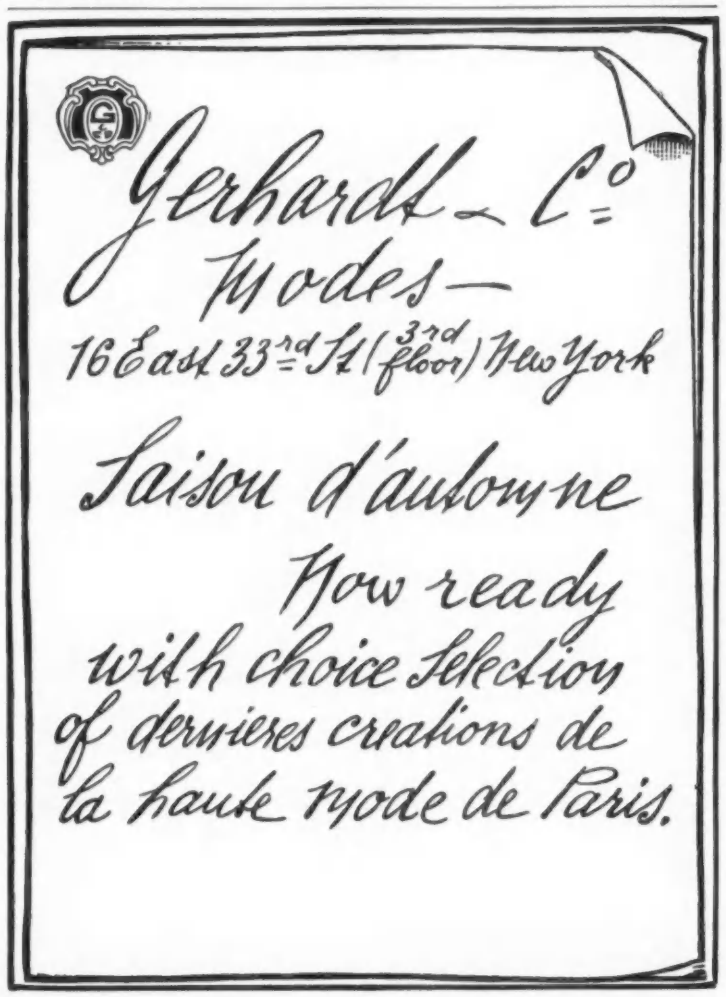
Face and Hair Specialist

45 West 34th St. New York, N. Y.

(Established 1900)

Shampooing, Face and Scalp Treatment, Russian Method. Marcel Waving. Water Waving, etc.

INTERESTING BOOKLET FREE



GARDENING *in the* AUTUMN

THE experienced gardener knows well that there are many things which can be done in a garden in the autumn much better than at any other time, and which will prove very valuable next season. It is axiomatic in gardening that the ending of one season is the beginning of the next one, yet too many persons defer until the spring work which can just as well be done now when other garden duties are not pressing, and which is apt to be neglected in the hurry of the spring.

It is the custom of many otherwise good gardeners to allow a garden to remain just as the autumn finds it. When the frosts kill the vegetation they allow it to lie as it falls, over winter; in fact, they have nothing done to their gardens from the time they pick the last of the flowers until spring comes again. These same people often wonder why some of their friends have better gardens than they can produce.

WHEN THE LAST BLOSSOMS ARE PICKED

It is not necessary to wait for the hoarfrost to kill the vegetation. As soon as the last of the blooms have been picked, or have died on the stalks, it will not injure the plants in the least, especially perennials and herbaceous plants, to be cut off as close as three inches to the crowns. They will not make any more top-growth after that, and the work may just as well be commenced at once. The tops should be thrown loosely on a pile to dry for burning. The annuals in the beds and borders may be pulled out and thrown on the heap also. The beds and borders should be gone over with a rake, and then with a broom, to gather up every vestige of old-plant growth, so that no spores of plant-diseases or seeds of noxious weeds escape the fire, which is the only cure for them. Every spore and weed seed killed now, means the prevention of the birth of thousands next season. These fires will besides kill the eggs and cocoons of harmful insects, which spend the winter on garden rubbish of all kinds.

As an additional precaution the bark of the trees and shrubs should be thoroughly gone over for some distance from the ground to catch insect eggs and cocoons, and for the same purpose, the crevices of fences and buildings near the garden should be treated with a torch and common blowpipe, so that for a moment the flame is blown into the crevices. This will kill all eggs and cocoons, and will not injure the trees.

If there is any scale on trees, they should be sprayed with some standard scale destroyer, obtained ready for use, from any seedsman. The first spraying should be done after the leaves have fallen, and a month later it should be repeated. Young scales sometimes hatch out after one spraying, as the spray at the first application does not always kill the older scales, but the second treatment should destroy them and the new ones also.

THE ESSENTIAL COMPOST-HEAP

When they have been raked and cleaned, the beds and borders should be prepared for winter. The hardy border should be gone over with the hoe, the soil worked about the plants, and the roots of any hardy weeds, such as the various members of the dock family, plantain, and dandelion, carefully removed. Plants with large crowns, such as the peony, should have a covering of a foot of straw manure, which should be removed early in the spring.

If there are walks to be made, or additions or changes in the garden, they, too, should be attended to in the autumn, not during the rush of planting time. New gardens should always be made at this season, so that the soil will become mellow and well mixed. This is the proper time, too, to make a compost-heap, a thing which should be in every garden, or close thereto. It should be kept under cover to prevent the chemical components being washed away, and is made as follows: sod from the roadside, or a field in which clover has been grown within three years, is piled up a foot thick, soaked well, and spread with six inches of well-rotted horse manure, an inch of bone-meal, a dusting of air-slaked-lime, and if the sod be from stiff clay-loam, another inch of sharp sand. As many layers as are needed to get the required bulk may be piled one upon another. The heap should be allowed to stand until just before hard freezing, and by that time everything should be well mixed together. The pile needs to be kept moist, and covered with straw over winter. This will make the finest kind of soil for next season, and can be used in potting young plants or plants for the house, and in the garden as well.

After all the cleaning is done, and the garden is bare, and the ground settles, an examination should be made to see if it drains well, for success in gardening demands among other things good

(Continued on page 112)

Mahogany Tip Table
(Inlaid)

17 inch size - - $5.00

TIP TABLES with their various usages can be obtained in different sizes and shapes to suit the most exacting taste.

Retailed at Manufacturers' Prices.

Send for Booklet "V," showing many charming mahogany novelties.

LOUIS HESSLER
"Quality Furniture Novelties."
630 Columbus Ave., New York
Between 90th and 91st Streets.
Telephone Riverside 312.

WEDDING INVITATIONS

New ideas that harmonize with perfect taste—

Fashions in wedding invitations and stationery to suit the exclusive bride who demands absolute correctness of form combined with individuality.

Wedding Invitations
Tea and At Home Cards
Odd Monograms & Heraldic Work

PROMPT SERVICE GUARANTEED

COSMUS & WASHBURN
Society Stationers
546 FIFTH AVENUE NEW YORK

Lilas de Rigaud

The Perfume of Old - Fashioned Gardens and Tender Memories.

THE old - fashioned garden "back home" is in its glory now—so full of tender memories of old joys and old friends that the thought of it brings a longing unspeakable.

To those of us, city-bound or travel-tired, who cannot go back at will and wander through its well-loved paths, there is left still—*Lilas de Rigaud, Perfume of Old-Fashioned Gardens and Tender Memories.* The wonder of its sweetness will carry you back in dreams to the Land of Used-To-Be.

For sale in high class Toilet Goods Departments. Extract, $3.50 the bottle, Talcum of exquisite softness, 50c., Toilet Water, $3.75, Cold Cream, 50c., Bath Salt, $1.00, Sachet Powder, $1.50, and Face Powder, $1.00.

Send fifteen cents to Riker-Hegeman Co., 340 West 4th Street, New York, for liberal sample bottle of Lilas de Rigaud or Rigaud's famous Mary Garden in extract or sachet.

RIGAUD
Paris

Frock of very fine dark blue serge

Black satin sleeves, sash and girdle. Lapels of black satin bound in black silk braid. Ornaments and buttons of braid. Vest is elaborately hand embroidered. All misses' and ladies' sizes and to measure.

$25.00

Mail orders receive personal attention.

Landes
63 West 46th St., New York

Ready To Serve You

Returning to New York, your thoughts will soon turn to the Arden SALON D'ORO. You will visit it at the first opportunity. You will note that still newer and more advanced methods of treatment obtain, and that the same excellent service still prevails in New York's foremost Salon. Yes, you will visit the Arden SALON D'ORO, and you will leave there the last vestige of coarseness or discoloration which the summer may have left upon the skin of your face, arms, neck or shoulders. Single restorative treatments, by adepts, $2.00 each.

If North, South or West

of New York City, you will send for the Arden SKIN TREATMENT BOX, for home use—an efficient substitute for Salon treatment. Box contains all the essential preparations for restoring the life, beauty and freshness to the skin, namely: ARDENA SKIN-TONIC, an astringent which firms; VENETIAN CLEANSING CREAM, to keep the skin sanitary; VENETIAN VELVA CREAM, for refining, nourishing and making satiny; VENETIAN PORE CREAM, to reduce coarse pores; also, samples of VENETIAN ROSE COLOR, VENETIAN MUSCLE OIL, VENETIAN FLOWER POWDER, VENETIAN LILLE LOTION; Entire Set, $3.00. Please include postage.

Particularly Fascinating

are the many dainty Arden Specialties, among the newest and most delightful being: VANTIE CREAM, for a red, shiny nose, 50c a jar; POUDRE DE LILAC, for the evening, $2.50 a box; CREME AMORETTA, a Parisian Cream for softening lines, $1.75 a jar. IDEAL BATH SALTS, Rose, Lilac, Lavender, $1, $2. ORANGE SKIN FOOD, for hyper-sensitive skins, 75c, $1.50, $2.50, ETC.

Elizabeth Arden

Salon D'Oro
Suite 44
509 Fifth Avenue
New York

Branch Salon, 1209 Connecticut Ave., Washington, D. C.

Preparations for Sale also at STERN BROTHERS, N. Y.

So Easy to Order

any of the wonderful Arden luxuries and necessary helps, even if you are ever so far from New York, that you will never be without them once you are acquainted with their remarkable efficacy and delightful daintiness. Accompany your order by cheque, which should cover postage. Full list of the Arden offerings are described in an unusual little booklet,

"The Quest of the Beautiful"
mailed on request.

THE LEISER COMPANY

Exclusive Apparel for Women and Misses

324 MICHIGAN AVENUE, SOUTH CHICAGO

are prepared to fill mail orders promptly on a most exclusive display of

Blouses at $5.00

(Three models illustrated above)

Blouse No. 52—(As Illustrated) Made of Silk Crêpe de Chine; Organdie Collar, Silk Rubon Tie. Colors: Yellow, White, Peach and Nile. Price prepaid, $5.00.

Blouse No. 64—(As Illustrated) Made of Silk Crêpe de Chine; Pique vestee, collar and cuffs. Large silvered buttons. Colors: Yellow, Pink, Peach and White. Price prepaid, $5.00.

Blouse No. 51—(As Illustrated, front and back) Made of Silk Crêpe de Chine. Pique collar, front, cuffs, and trimmed on drape at back. Colors: Mustard, Peach, Maize and Pink. Price prepaid, $5.00.

Sent prepaid on receipt of five dollars. State size and color when ordering. Address:

THE LEISER COMPANY

324 Michigan Avenue, South Chicago

Paris Frocks Notwithstanding The War *(all original models)*

The earliest models for Fall and Winter fortunately arrived before war was declared. The most chic among them show the directoire flare and the semi-fitting effects in a new and charming way unusually becoming to the majority of American women. Model frocks will be exceedingly scarce this winter. Our model gowns, many of which are advance style, are now ready for you to see. No two of them are alike—you cannot purchase a duplicate.

For the Southern and Western women in New York, an opportunity is given to gown themselves for the coming season at one-half the outlay they are accustomed to pay. We have not advanced our prices.

Prices $25 to $125

In plain words, you buy two gowns for the same price it would cost you for one alone elsewhere. You get only originals from us.

MAXON

ESTABLISHED 1899

Model Gowns

No two of which are alike

These frocks were used to illustrate the latest Paris modes, for exhibition purposes. They were not worn or even shop worn. You should call and see them yourself—even try them on. You are not importuned. We have no catalog, because the gowns sell too rapidly.

1552 Broadway, Northeast Corner 46th St., N. Y.

GARDENING *in the* AUTUMN

(Continued from page 110)

drainage. If there are low spots, it may be because there is not enough soil in those places to bring up the surface to the general level. This should be remedied by the addition of sufficient soil. If in some parts of the garden plants do not thrive as well as in others, the soil should be deeply spaded, and if it is found much more moist than the rest of the bed or border, there is indicated a lack of drainage which can be remedied by sinking under these spots as many square, hollow, porous tiles, sixteen feet apart, as may be needed. They should be placed two feet below the top of the subsoil.

THE RAISED BEDS

If the beds and borders are on level ground, and have been injured by too much moisture in a very wet season, the autumn is the time to have them changed to raised beds and borders. The latter are always preferable because they provide for good drainage. Any excess of water drains into the walks, if to no other place. Ten or twelve inches is sufficient height excepting for very large borders.

Before the winter comes, the pots and flats which will be needed for the young plants in the late winter and spring should be cleaned and the missing ones supplied. The sizes generally required are two, three, four, and six inches. All the flats should be repaired and made tight, for there is little time to do it when they are needed.

House-plants, too, require some attention now. Those which are to be used for cuttings should be pruned slightly, and repotted if the pots in which they are at present have become filled with roots. Give them rich soil, with a handful of bone-meal, and put them into some warm place before frost comes, and they will be covered with new growth for cuttings by February. Old pot-plants intended to be carried over for decoration, excepting ferns, palms, and rubber-plants, should be cut back, given bone-meal if needed, and put where it is warm, and they will soon again be covered with buds. This applies to such plants as the fuchsia, geranium, verbena, begonia, petunia, and others. The young pot-plants which were started last spring, and which were carried over the summer in four-inch pots, may need to be placed now in ones about six inches deep, to be slightly pruned, set in a warm place, and kept well watered. It is always the part of wisdom to have put under cover where it will not freeze enough good soil to be used for the flats for seeds, and pots for young plants in the spring, when it is likely to be impossible to get it.

FERTILIZERS AND MANIPULATION

As for the main body of the garden soil, after it has been cleared in the autumn of all loose rocks and so on, if its fertility needs to be restored, it should be carefully studied and treated. Always it must be remembered that the addition of fertilizers or manures is not the only thing required to make a soil fertile. There are certain elements which soil-manipulation alone will add.

There are differing opinions, indeed, as to what is a fertile soil. All soils will grow something. A fertile soil when it becomes acid, and depleted in certain elements to an extent that it will not grow the plants which have, perhaps, for years been living in it, will still grow a luxuriant crop of sorrel, and when the fertility of the same soil is restored the sorrel will disappear as suddenly as it came.

The time to restore the fertility of the soil is in the autumn season. It can be done in the spring, but not so easily, largely because of lack of time. There are operations required for which there is time in but few gardens, and those the gardens of the expert who can anticipate and keep ahead of the gardening game.

It is not always feasible to have your soil analyzed, nor is it often necessary. The person who watches the progress of the plants during the summer with the eye of appreciation is sure to see any falling off in the usual vigor of the plants, vines, and shrubs, and this, no matter how slight, is the sign that the soil is failing, and that the time has arrived when it should be rejuvenated.

THE ANCIENT ART OF TRENCHING

The method of fertilizing followed by the best of English gardeners is trenching. This has kept the gardens of Europe fertile for a thousand years, and will keep them so for another thousand. Trenching, broadly speaking, is merely digging, aerating, and remixing the soil. The motive in doing it is to improve the mechanical quality of the soil, and to allow the air to come into contact with every particle of it, by which means there is added the necessary store of nitrogen, always badly needed by the hardy garden that is not often disturbed.

The general rules for trenching are these: at one end of a border, sink the spade or shovel to the subsoil, taking but a thin slice, and lifting it up, with a sidewise, twisting motion of the spade, throw it to the left so that it will spread out thinly and fall like a shower of sand. This should be continued to the end of the border and then the second row begun at the same end, and the earth thrown so that it falls on the spots from which the first lot was removed. This work is repeated until the whole border has been spaded.

CROSSWISE TRENCHES

All the beds and borders to be treated should be thus gone over, and the soil should be dry enough so that it will fall apart easily when thrown from the shovel. In two weeks, or just before the hard freezing, the garden should be treated again in the same way, except that this time the trenches run crosswise of the beds. When the first trench is made the soil is thrown to the left, at the next one it is thrown to the right, the next to the left, and so on. The effect of this will be to make large trenches and hills, which will give the maximum amount of soil surface to be exposed to the action of the frost and air during the winter.

Trenching should not be done until all possibility of hot wearther is past, or there will be too great a loss of moisture through the drying action of heat and winds. This treatment is for soils which lack nitrogen, or to correct some improper mechanical action in the soil, which is generally indicated by a decrease in the vigor and beauty of the plants of the garden.

In the case of soils deficient in phosphate and potash, the first trenching should be done as before, and the soil roughly raked to a grade. It should then be given a heavy dusting with bone-meal. The second trenching will thoroughly mix the bone-meal with the soil, and in the spring when the soil is raked to a grade for planting, potash is supplied by means of a liberal dusting with muriate of potash, or fine German kali. If, in addition, the soil is acid for lack of lime, after the trenching is done the garden should be sprinkled with air-slaked lime or finely ground limestone.

DESTI

4 Rue de la Paix
PARIS

347 5th Ave.
NEW YORK

Perfumes

"Beatrice d'Este" "Moi-Même"
"l'Invitation à la Danse"
"Saphir," "Jasmin," "Lilas"
"Whither Thou Goest"

Powders

Blanc, Chair, Aurore, Rachel, Mauve and Ochre

Secrets of the Harem
"Antirides," *helps to prevent and remove wrinkles*
"Crême Americaine" "Merle Blanc"
Cleansing Cream *Whitening Cream*
"Aile de Corbeaux," *for the eyes*
"Chinese Bath Salts," *for reducing*

At All Department Stores and Specialty Shops

Let Us Send You a
Trial Cake
of this

New Skin Cleanser

The Pink Complexion Cake

Just mail the coupon *today*. We will send you, without charge, a liberal seven-day trial cake of Sempre Giovine. A sensation among toilet requisites! Entirely different from anything you have ever used. You will be delighted with results.

Sempre Giovine

Pronounced Sem-pray Jo-ve-nay, meaning Always Young

A delightful combination of beauty-making ingredients, compounded into ***cake form.*** It cleans the pores ***thoroughly*** of all deeply buried impurities. Rejuvenates the skin. Requires no rubbing—no massaging. ***Does not crumble.*** The universal choice of discriminating women. At druggists and toilet counters—50c.

Marguerite Snow
Motion Picture Star in
"The Million Dollar Mystery"

"I can conscientiously say that Sempre is a necessary adjunct to my toilet table. After a day out in all kinds of weather, its use leaves the skin in a fresh velvety condition."

Send the Coupon
You need use Sempre but once to know that luxurious cleanliness, the feeling of freshness and youth that it gives. Send the coupon *today* for trial cake free Please include your dealer's name.

Marietta Stanley Co.
Dept. 0000
Grand Rapids, Mich.

7 Day Trial Cake Coupon

Marietta Stanley Co., Dept. 0000, Grand Rapids, Mich.

Gentlemen: Kindly send me, without charge, your seven-day trial cake of Sempre Giovine, the *new* skin cleanser.

Name _____
Address _____
Your Dealer's Name _____

IN every careless tilt, in every saucy line, the Burgesser Hat fairly radiates verve and smartness.

Burgesser Hats

lend to your appearance that rare quality of correctness, and give that final touch of distinctive fashion, so much desired by the modish woman of today.

Women who know style—who appreciate smart millinery and who have the world from which to choose—prefer Burgesser Hats.

If your favorite shop cannot show you the new Burgesser models, write us and we will refer you to the dealers showing them in your city.

Burgesser Hats are readily recognized by this label.

A. D. BURGESSER & CO. IMPORTERS AND MANUFACTURERS NEW YORK

A. D. Burgesser & Co.

Ladies Tailored Hats
1 and 3 West 37th Street, New York
(Wholesale Only)

A SUPERB FIGURE
May Be Acquired

Reduce your flesh by gentle pressure of perfectly fitting, open-mesh, elastic garments, instead of by uncomfortable, perspiration-producing rubber.

The Magic Figure Mold

is constructed on a new principle. It permits freedom of motion and at the same time confines the figure, preventing flabbiness and decreasing fat.

Open Mesh Elastic Garments

will not cause undue heat or perspiration. They reduce by gentle, even pressure, so distributed as to stimulate healthy circulation.

They secure an immediate reduction of from two to four inches over hips, abdomen, back and limbs. Endorsed by physicians and surgeons everywhere.

FOR MEN AND WOMEN
From $20 up.

To preserve a youthful figure, or to acquire one, you need this perfect garment.

Ask the Woman Who Wears One

Not a "Slip Over." Not a "Sweat Bath."

Ask your dealer for The Magic Figure Mold, or write to us for booklet and prices.

Magic Figure Mold Garment Co.
51 East Broad Street, Columbus, Ohio.

Candy Making

is an art. Like every other art, it calls for years of painstaking study. Further than that it demands of the chef a peculiar genius. He must know how to produce from simple materials a product that satisfies the most critical taste.

REPETTI CARAMELS for a quarter century have maintained their position among the foremost products of the Candy Maker's art. *At all Better Class Shops.*

Repetti *114 E. 124th St. New York*

Let us send you on 10 days' FREE trial
The Handiest and Most Wonderful Lamp in the World

The "WALLACE" Portable Electric Lamp

A Lamp that

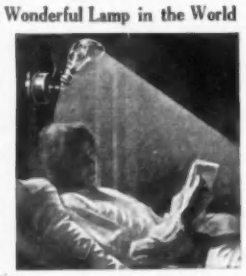
Stands, Hangs, Clamps, or Sticks ANYWHERE and at any angle you put it.

Hook, Clamp, Suction Cup, and 12 feet of cord concealed in base

Brass, Bronze or Nickel Finish.

Model A.

A lamp which concentrates the light only on the object you want to illuminate, whether you are reading, writing, sewing, using tools, playing piano, making toilet or doing anything requiring light. A lamp which keeps your eyes in the shadow, and saves them from strain. Indispensable wherever a strong, concentrated light is required—in the home, office, or when traveling.



Clamped to Bed-rod

Model A, $4. Model B, $2. Prepaid Parcel Post

Send now for Lamp on 10 days' free trial. If not satisfied, return it and we will refund your money. Illustrated booklet upon request.

THE V. WALLACE NOVELTY CO.
18-20 East 41st St., New York

AS A JAPANESE MAID MARRIES

Writing to a Friend in the Western World, O Kiku San Pictures Marriage and Marriage Ceremonies as Seen by the Japanese Fiancée

WISH me *Omedeto*,—(Good-luck!) Honorable Friend, for I am to be married on the next lucky day.

Here in Japan we do not favor long engagements, as a rule, though children are sometimes betrothed in infancy, but we must always wait for a lucky day and choose lucky flowers for the ceremony. My parents and the parents of my betrothed have western ideas, which are added to nation-old ones, to be sure, which keep the heads and hearts of their offspring very busy, I can tell you, studying history and the ways of distant countries, things which were unknown to our parents in their younger days.

Still, they will not admit that we have more to do than they did, nor indeed, so much, and this I easily believe, when, at our festivals and great days, we open the "Go-down," a place like a vault, very strong and fire-proof, in our garden, where treasures of ages are kept, —embroideries, bronzes, swords, pictures, carvings, oh, priceless works of art, for they are heirlooms made by our ancestors and their dependents. After a sight of such industry, the thought of such inspiration, we very meekly and patiently take up our tasks, and if with some secret pride, it is perhaps pardonable in us as their descendants.

JAPANESE MOTHERS-IN-LAW

Marriage, we realize, but affirms our old responsibilities, even if, for the moment, the new family seems the most important thing in the world, and though, when I am married, I shall have a house of my own, or dwell with the family of my husband to be. But after a little while, his father will abdicate, so to speak, and place his son at the head of the family, and his mother will be my mother, gently initiating me into life. Already I love the mother of my betrothed, but often, alas! daughters-in-law do not love mothers-in-law. Still, this misfortune has not happened in our circle, and we have each a numerous family. It is good to have a large family, to have so many relatives that there is constant interest, that new things happen every day,—a delightful ferment of events.

THE SYMBOLISM OF WINE

Once I attended a Jewish wedding, and I heard the rabbi say that life is a symbol. Our wedding ceremony emphasizes this, with its *san-san-ku-do*, which means, literally, "triple changing of three cups." Indeed, I remember that the Jewish ceremony also includes the use of wine, the cup passing from bride to groom, and groom to bride, twice or more. I quite forget just how many times, but I was impressed by the fact, and in your Bible story there was wine at the wedding at Cana.

With us the wedding ceremony is very simple and quite private, a rite between the betrothed and their *Nakado*, or sponsors, who are married people, —and it is a great honor to be *Nakado*. The real ceremony consists in nine times sipping, each from the other's cup, till the three times three is completed, and then you are married. During the ceremony, the two who are to become one sit or crouch in Japanese fashion on mats, with a very low, small table between them, and the *Nakado*, the Honorable Go-betweens, serve and stand ready to conduct the bride and groom to the nuptial chamber.

DUTIES OF THE "NAKADO"

All the arrangements directly connected with the wedding are made by the *Nakado*, who take upon themselves a permanent responsibility, much as do your baptismal sponsors, and perhaps more delicate and extensive duties than these, as they must be peacemakers, if ever trouble arises. They would be specially sorry and mortified to have a marriage which they helped to make turn out ill.

Our *Nakado* have been active in many delicate ways, besides informing themselves and our families of conditions and prospects, of our characters, and of the suitability of the relation. They have been active in analyzing our characters, and in making us understand ourselves; indeed, they have helped me to discover my need of improvement by praises which, alas! I do not deserve. And it is as music and poetry to hear that my betrothed and his family are so admirable; only, the standard is thus made all the higher and more difficult for me. Heigho!—they tell me I have a lifetime to learn in, and, as you say—"Rome was not built in a day."

As to the gifts, it would take a long letter to tell of these,—for we make presents to our *Nakado* as well as have presents made to us. The groom gives to the bride an obi, either one or many, and as costly and beautiful as possible, and the bride gives the groom his dress of ceremony, the *kamishinoo*. This exchange of presents is made a week in advance of the wedding.

The wife brings as a marriage portion the household utensils, as well as the bedding, in chests as large and beautiful as her means permit. They are carried to the new home by servants on the day of the wedding.

WITHOUT BENEFIT OF COURTSHIP

There is no courtship in the western sense, but love finds a way, we read—and come to realize! Kissing, contact, all this is considered unfitting, impossible, according to our ideals. The betrothal takes place at the bride's home, and the wedding ceremony in the bridegroom's home, that is in the future home, to which the bride is escorted by the *Nakado*. The bridegroom himself receives his bride and escorts her to the drawing-room with her parents and friends. Sometimes this is but the second meeting of the bride and groom.

We do not celebrate marriage in the temple, for with us marriage is a social matter, though civil laws have been enacted in recent years to meet changed conditions. In ancient times, however, and until the Meiji period,—within forty years,—the social fabric of our civilization was so strong that outside laws were not needed, and even now they are seldom invoked. You know your Bible speaks of people who are a law unto themselves, and traditions and custom are all-powerful with us.

Three times must the bride dress on the day of the marriage ceremony, but

(*Continued on page* 116)

The Homer Conception of Gowning

(Homer model.) Evening gown of white satin with tunic of black net edged with lace. Made only to order. Price $85.

I BUILD gowns to order only—inspired by individualism—the mode is merged into the personality.

My booklet "V" explains how I combine Parisian ideas with Homer ideals. May I send it to you?

11½ West 37th St., N. Y.

Send a 2¢ Stamp

for a Sample Cake

Just look through this pure, transparent soap, smell its delicate perfume, and feel its rich, creamy lather on your face. You will never again be satisfied with any toilet soap less pure and perfect.

No. 4711 White Rose Glycerine Soap

insures a soft, clear, beautiful skin. Three generations of refined women on both sides of the Atlantic have proven its merits. Sold in every country where beauty is admired, or health, desired. At your dry goods dealer or druggist, at 15c per cake.

For sample trial cake send 2c stamp, or for 10 cents in stamps we will send you a package containing a sample cake of No. 4711 White Rose Glycerine Soap, a sample bottle of No. 4711 Bath Salts and a sample bottle of No. 4711 Eau de Cologne.

No. 4711 Liquid White Rose Glycerine Soap. A new, convenient, delightful form of this refreshing soap—sanitary, economical, efficient. A luxurious shampoo.

MÜLHENS & KROPFF

Dept. V, 25 W. 45th Street, New York

U. S. Branch of

FERD. MÜLHENS, No. 4711 Glockengasse

Cologne o/R Germany

When School Begins

Tempting sweets will go far toward cheering the children during the first hard days of school

The Products of the

Geneseo Jam Kitchen

made by Miss North and known for their flavor and purity, uniquely put up, are on sale at leading grocers. They are made by clean people in a sanitary kitchen and are

APPETIZING AND DELICIOUS

Jams and Marmalades in Globe Jars

Clover Honey gathered by the bees when the fields were white with clover, **11 oz. Jars**

Cowbell-Shaped Glasses filled with delicious Currant, Quince, Grape Jelly, etc.

Orders by mail promptly filled

Write for my illustrated folder describing these and other goods

MISS ELLEN H. NORTH, GENESEO, N. Y.

Burby

534 Fifth Avenue New York

28 Rue D'Hauteville, Paris

Imported Models in Gowns, Hats and Furs

Agents for Burbyotte, the non-inflammable and stainless glue.

Schwartz Corset

Mme. Schwartz has returned from her annual tour of European fashion centres, and her latest importations in Corset Materials are now on view.

Mme. Schwartz personally supervises all fittings.

MME. S. SCHWARTZ

11 East 47th Street : New York

"Just Nature's Way"

My Beauty Exercises

Will make you look Younger and more Beautiful than all the external treatments you might use for a lifetime. No massage, electricity, vibration, astringents, plasters, straps, filling or surgery. **Just Nature's Way.**

Results come soon and are permanent. My System makes muddy, sallow skins clear, and the complexion as **fresh as in girlhood;** firms the flesh, and never fails to lift drooping and sagging facial muscles, thereby obliterating resultant wrinkles. The too thin face and neck are rounded out and hollows filled in. No one too old or too young to benefit.

My System makes double chins disappear quickly and it leaves the **flesh firm** after the superfluous fat is worked away.

My Beauty Exercises are supplemented by special work to make **the figure** more **shapely** and youthful; instructions to beautify the hair, eyebrows and eyelashes, hands, nails and feet.

No matter how tired, five minutes of my Facial Exercise will freshen complexion and give it a most exquisite coloring.

Write today for my New Booklet on Facial Beauty Culture, Body Culture and New Beauty Suggestions—FREE.

KATHRYN MURRAY

Dept. V-92

209 State Street Chicago

The First Woman to teach Scientific Facial Exercise

An Establishment

quite unlike any other in New York — where clever gowns, smart frocks, exclusive wraps, waists and other things are evolved at prices sanely moderate — either ready made or made ready to order.

The new brochure of Miss Kern's best ideas for Autumn is now ready and will be mailed upon request.

Miss Kern encourages out-of-town clientele

MAISON CECILE-MARIE
GOWNS and FROCKS
910 Seventh Ave near 57th Street
New York
MISS CECIL KERN—ARTISTE

Old Feathers Made NEW

Send your discarded feathers to our repair department, and we will advise you about remodeling them.

We will remake your old Ostrich Feathers or Willows into handsome French plumes. New and Fashionable BURNT OSTRICH Novelties. Collarette or Boa, at half the cost of new ones.

Paradise Aigrettes cleaned and remodelled

We will return feathers at our expense if you do not wish work done.

MME. BLOCK
36 West 34th St., New York

$2.00 a JAR
but its
"Youthever"
A Truly Wonderful Skin Beautifier
that will work wonders in beautifying and cleansing your skin as well as removing all blemishes — —because it contains 90 per cent pure sulphur, which is reduced to a cream form (for the first time) by our own secret process.

Use it simply like this—allow it to stay on your skin for about five minutes —massage unnecessary — wash off with warm water and pure soap then rinsing with clear, cold water.

For sale only by

The Ballford Chemical Co.
334 Fifth Avenue, New York
London: 4 The Pavement
Paris: 25 Rue Rivoli

AS A JAPANESE MAID MARRIES

(Continued from page 114)

the changes are easily made. First the bride is dressed in white, to signify purity; then in black, to signify the veiling or death of her past; and then as her taste may prefer, but softly, in quiet tones, one silk robe over another, and a girdle as magnificent as may be. Often this girdle is an heirloom of indescribable beauty and priceless value.

THE SAKE CEREMONIAL

The *san-san-ku-do* is impressive in its simple repetition. Different cups used for every sip of sake, and very beautiful, according to one's gifts and training, is the silent poetry of the heart and soul which is expressed in every motion of this simple ceremony. One has need of great poise, dignity, and skill. Suppose a cup should slip, or the wine spill! Imagine!

The bride pours sake from her vase into the groom's cup, and passes it to him to sip, and the groom pours sake from his vase into her cup. A very fine and sacred sake is used for this ceremony, and the cups and vases are also beautiful. On each vase is painted a butterfly,—a male butterfly on one and a female butterfly on the other. After the sake comes the shell-fish soup, and one of the *Nakado* chants a poem which he has composed. It is the *Sa-ka-sa-go*, wishing the bride and groom long life and happiness.

Just now we may dream to our heart's content. There is a constant murmur of gentle chatter, laughter, and happy excitement all around. One wishes only to dream. New meanings develop in old stories, and gaps in tiresome tales are somehow filled with charming fancies. The trees, the flowers, the murmuring waves, the flowing streams, all sing new stories, and life is very full.

JAPANESE SERVANTS

Then the practical work of it all! Every garment is made at home, or at the homes of those immediately interested. Shops send messengers with huge rolls of stuffs to choose from. The servants are as happy as the masters, and far more important! For our servants are the children's children of ages-old retainers, free of course, and privileged. Though they are more talkative about our affairs than good breeding permits us to be or to countenance, yet they are secretive at the same time and, on the whole, remarkably discreet. We are very much interested in our servants; and on their happy marriages depends much of our comfort and peace; so I am assured, and I can well believe it. I should miss any one of the servants, old or young, for they are really members of the household. Special servants are already apportioned for our needs. My old nurse will show me how to serve very delicately my mother-in-law, till the duties seem less difficult. This will enable us to become better acquainted, and my mother-in-law will share her secrets with me, telling me, may be, of her son, many things I could never know otherwise.

CONCERNING LOVE

The red petticoat is given up when we marry. Some say that love goes with this one showy garment of the maiden. We shall see. We do not talk of love so much in Japan, nor do we show love by caresses, except to children. There are so many tender things to do, which require strength and courage. We women are taught to yield in order to survive. "No wind has broken the weeping willow," is an old proverb, and "love is perfect humility," is older still. We are almost afraid of love, glad to entrust its arrangements to our parents.

From earliest childhood we are accustomed to the idea of family union with those who have died, whose spirits linger, and whom we cherish with daily ceremonies most earnestly and sincerely, even spreading a feast as dainty as it can be made for them before the family shrine. Among the living, the older ones are always served first. If the family is numerous, sometimes the food is cold before all are served, and a young son is sometimes called "Mr. Cold-food." Still, the mother sees to this, and the servants have the interest of the young children at heart.

MARRIAGE LEGENDS

Many pretty stories are told to instruct us while arousing the imagination with a living interest in marriage, and convincing us that marriage is a woman's vocation. "The Marriage of the Stars" is one of the prettiest stories. In this tale, the two lovers dwell, one on one side of the Milky Way, the other on the other side through all the year, save on one day. If the day, or night, be fair, a bridge of birds bears one across to the other. If the night is dark, they must wait for another year to meet. The festival of the "Marriage of the Stars" is one of our most charming fêtes.

Women here have been entrusted always with the home and the family, with the preservation of social and domestic morality, so feminism, as it is understood or discussed in the west, does not really disturb us. We have liberty commensurate with our tasks, with our happiness, I may say. The woman carries the purse in Japan. Tradition and custom regulate every act, and to fulfil their requirements gracefully, winningly, demands great skill, even art, and in the doing one is fortified. Japan—dare I boast?—has been famed for valiant women. While the men have fought women have kept the home and created literature.

MARRIAGE A SOCIAL CONTRACT

The old family organization has ever had its advantages, which compensated for any apparent subjection of woman. There is not so much room for selfishness and egotism on the part of the husband, as may appear, since the family is the unit of action, represented by the chosen head. Family difficulties, when they do occur, are seldom exposed to outside law. Love and gratitude suffice for us. This is so general a condition with us as to create and maintain an atmosphere in which the young easily merge their enthusiasms.

The nightingale is singing! It is "Lingering Spring," as we call this month of May. This lovely bird comes with the plum blossoms, which mean love and constancy.

Tell me some day if you would like a copy of a famous picture by one of our great artists, a picture by Maruyama Okyo, of "The Mandarin Ducks," which typify life union. Many stories are related of these birds, in which is told in various forms the tale of the killing of one duck by a hunter, and of how the other died of grief. Should we be less constant?

Wish me the luck of the lucky day, Honorable Friend, and of the lucky flowers chosen, that when one passes and the other fades, their good shall have merged into our lives, and that I shall be indeed your lucky

"O Kiku San"

When I write again I shall sign a new name.

PAUL'S
Gift Guide for Season 1914
Now in active preparation. Ready for mail October first. More beautiful than ever. 100 pages, brimful of valuable suggestions and hundreds of illustrations of Moderate Priced Thoughtful and Distinctive Gifts. To secure a copy send name and address on post card at once, so you may be placed on mailing list. Edition Limited.

Apple Cutter
cuts Apple into sections and cores in one action. Silver plated, with wooden plate with silver plated rim. Very ornamental, for dinner table. Price post paid, $1.50.

Miniature Clothes line
With 6 miniature clothes pins, push pins and clothes line. Put up in leather case. Ideal convenience for every woman traveling. With gift card neatly boxed. Price post paid, 75cts.

PETER PAUL AND SON
128 NORTH PEARL ST., BUFFALO, N. Y.
Established 42 Years

Before a New Goodwin Model Appears

it has been made to please women who have all the best corsets of the world from which to choose.

It is difficult to describe that fine adjustment of the fashion to that which is physiologically correct, but in the new Autumn models, as always in Goodwin Corsets, these points are balanced to a nicety. The very latest demand of dress, the true body line corset, moulding and supporting, with just the length, height and outline the designer of gowns desires, is combined with due regard to external anatomy, and the laws of hygiene.

The Goodwin Corset stands supreme as the forerunner of a new era of bodily freedom for women. Those who have not read, ***"Corsets, An Analysis,"*** by Emma E. Goodwin, the designer of the Goodwin Corset, are invited to send for this interesting treatise and learn the facts of scientific corset making, which are given in no other compilation on this subject. Photographic reproductions of the new models, also a copy of Catalog G may be had upon request.

Goodwin

343 FIFTH AVE., NEW YORK

Chicago, 57 E. Madison St.
San Francisco, 330 Sutter St.
Los Angeles, 220 West Fifth St.
Boston, 687 Boylston St.
Philadelphia, 1120 Walnut St.
Kansas City, Waldheim Bldg.

S. H. CAMP & COMPANY, Wholesalers, Jackson, Mich.

Does Your Figure Please You?

Your dressmaker can never make a gown look well on you unless you have a good figure and unless you carry it well

I want to make you realize that your figure and health are almost entirely in your own hands, and that by following my simple, hygienic directions in the privacy of your own room

You Can Be *So* Well

that your whole being vibrates health. I have helped 65,000 of the most refined, intellectual women of America to regain health and good figures; and have taught them how to **keep** well. Why not you? You are busy, but you can devote a few minutes a day, in the privacy of your own room, to following scientific, hygienic principles of health prescribed to your particular needs.

I have reduced the weight of over 32,000 women and increased the weight of as many more. In my work for reduction or building flesh. I strengthen every vital function so that you are full of life and energy.

My work has grown in favor because results are quick, natural and permanent, and because they are scientific and appeal to common sense. Fully one-third of my pupils are sent to me by those who have worked with me.

I wish you could stand with me at my window for a few minutes and, as the women pass, realize with me how many need better figures, better health. They could have them, too, with just a little daily effort which is EASY—not as hard as what they are enduring.

The best physicians are my friends—their wives and daughters are MY PUPILS—THE MEDICAL MAGAZINES ADVERTISE MY WORK. Someone in your town knows me. Ask your friends about my work. I am at my desk daily from 8 to 5.

No Drugs—No Medicines

I study each woman's case just as a physician studies it, the only difference being that instead of medicine I strengthen and put in place weakened organs by exercises for nerves and muscles controlling them, bringing a good circulation of warm blood to them, which I purify by teaching correct breathing. I relieve such AILMENTS as

Indigestion	**Nervousness**	**Weakness**
Constipation	**Torpid Liver**	**Suffering in Pregnancy**
Anaemia	**Catarrh**	
Sleeplessness	**Headaches**	**Rheumatism**

I have published a FREE booklet showing how to stand and walk correctly and giving other information of vital interest to women. Write for it and I will also tell you about my work. If you are perfectly well and your figure is just what you wish, you may be able to help a dear friend—at least you will help me by your interest in this great movement for greater culture, refinement and beauty in woman. **Sit down and write me now. Don't wait---you may forget it.** I have had a wonderful experience and I should like to tell you about it

SUSANNA COCROFT, Dept. 17, 624 South Michigan Ave., CHICAGO

Miss Cocroft is a college bred women. She is a recognized authority upon the scientific care of the health and figure of women. She personally supervises her work.

This charming Frock—foundation of black Charmeuse, tunic of black silk Brussels Net, graduated bands of Charmeuse or Velvet—made to order or from stock.

45.00

J. FIELDS
326 FIFTH AVE.

OTHER SHOPS
17 W. 45th St. and 83rd St. & B'way

ASK YOUR DEALER FOR FISKHATS

Perfect Beauty

The woman who desires that delicately clear and smooth complexion of youth should procure at once a bottle of

Gouraud's Oriental Cream

This old, reliable complexion beautifier has been in actual use for nearly three-quarters of a century and if you will use it regularly you will know why it has been popular for so many years.

It purifies and beautifies the skin, protecting it from blemishes and skin troubles.

At Druggists and Department Stores.

FERD. T. HOPKINS & SON
37 Great Jones St., New York

J. M. GIDDING & CO.

announce

Exhibits of Fall Importations

Gowns · Wraps · Suits
Coats · Blouses
Millinery & Furs

Despite the disturbed condition of Europe, we are in excellent position to supply the latest designs executed by the famous couturiers of Paris.

Our representatives who returned on the last boats before the great crisis, had anticipated unusually well, and we were particularly fortunate in securing complete delivery of foreign models.

Fifth Avenue at 46th Street
New York

INTERVALE FLOWER HOLDERS TO BRING OUTDOORS INDOORS

AND THE KERRY CAGES FOR LIVE BIRDS AND HAPPINESS

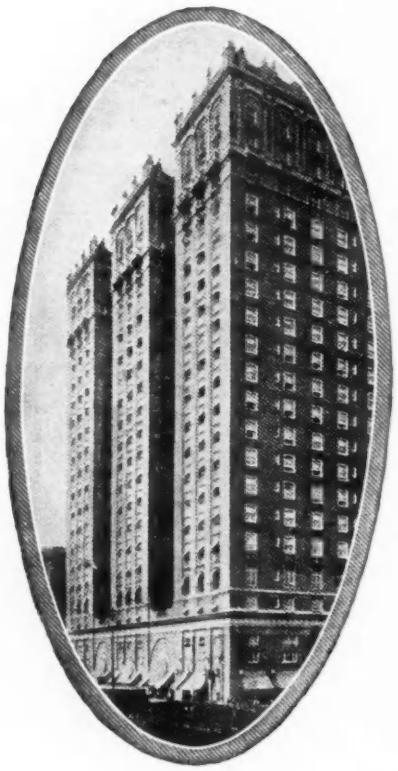
MAIL ORDERS PROMPTLY FILLED
FLOWER HOLDER $25. KERRY CAGE $10

DESIGNED AND MADE IN OUR OWN SHOPS. TO BE HAD ONLY AT THE McHUGH'WILLOW SHOWROOMS 9 WEST 42d STREET, OPPOSITE LIBRARY, NEW YORK ONLY ADDRESS SINCE 1884—NO AGENTS NO BRANCHES

JOSEPH P. McHUGH & SON

THE VANDERBILT HOTEL

For Discriminating People



34th Street and Park Avenue, New York

ON the high ground of Murray Hill the most exclusive residential district of New York, adjoining the fashionable shopping district, convenient to the theatres and an ideal home for the conservative traveler.

With all the luxury of a modern first-class hotel The Vanderbilt combines the comfort and dignity of a private home and claims the distinction of being the only residential building in the world of exclusively non-combustible materials.

The Vanderbilt Hotel is within five minutes of the Pennsylvania and Grand Central Terminals. Each of its 600 bedrooms is charmingly furnished and exposed to direct sunlight. Charges are moderate.

TARIFF

Single room, with bath, $3, $4, $5, $6, per day.
Double room, with bath, $5, $6, $7, $8, per day.
Double bedroom, boudoir dressing room and bath, $7, $10, $12, per day.
Suite, parlor, bedroom and bath, $12, $15, $18, per day.

WALTON H. MARSHALL, Manager.

MRS. MASON'S
Old English
HAIR TONIC
and Shampoo Cream

These are the very preparations used by Kate Seaton Mason, the noted English Hair Specialist, in treating the hair of the Vanderbilt family, Duchess of Marlborough, Mme. Melba and the leading society women of New York, London and Paris, who testify to its superiority for thin, falling, weak, brittle, splitting and dead-looking, lusterless hair.

Mme. Nellie Melba, the famous singer, says: "I use Mrs. Mason's Old English Hair Tonic every day and consider it very beneficial. It makes the hair grow and strengthens it. I would not be without it." Hair Tonic, $1.00. Shampoo Cream, 25c. at drug and dept. stores.

THE PAXTON TOILET CO. Boston, Mass.

Those who keep "au courant" with the best in footwear, pronounce

THOMAS CORT
HAND-SEWED SHOES

unequalled in fashion and quality. The Thomas Cort Shoe gives that final touch of smartness to the costume, so much desired by the fashionable person of today.

And a Thomas Cort Shoe grows old gracefully. Its smart appearance and correct fit live as long as the shoe lasts. Made for men and women in many models for every occasion.

Write for handsome Style Brochure and name of nearest dealer.

THOMAS CORT
Newark, N. J.

A Happy Thought from Over Seas

DESCRIPTION

Among the numerous styles imported, this chic velvet sailor of Mme. Madeleine's with its smartly posed chinchilla feather caught in front with a silver poppy is certain to score a success. Moderately priced at $22.00.

Owing to conditions abroad, our early importations have been heavier this season than usual.

At present the foreign market is closed and we cannot too strongly urge our patrons to make early selections.

Style, material and workmanship distinguish Maurice millinery, and prices in each instance are exceedingly reasonable.

MAISON MAURICE
IMPORTERS
516 Fifth Ave, at 43rd Street
NEW YORK, N. Y.

This is Marie Antoinette Riding to Her Death —

Hers is history's most tragic story. Have you read it, and what Burke wrote about the French Revolution—one of the great, fascinating books that have made history?

In all the world there are only a few of these books, speeches, letters, poems, essays, biographies that have really made history. To read these few great works systematically and intelligently is to be really well read.

What are these few great works? The free booklet mentioned below answers that question. It tells how Dr. Charles W. Eliot, from his sixty years of reading, study, and teaching, has chosen the few great books that "picture the progress of civilization," how he arranged them as

THE FAMOUS FIVE-FOOT SHELF OF BOOKS
A Complete Library at a Trivial Cost

One hundred thousand men and women are using the pleasant, helpful reading courses therein laid out. They are reading the great histories, seeing the great plays, hearing the great orations, meeting the great men of history.

A FREE BOOKLET FOR YOU

We want to send you by mail a "Guide Booklet to Books," absolutely FREE. It is the most wonderful little booklet of its kind ever written; it shows how to select a library without waste or worry—what few books are most worth while; it contains the best advice to you of the best-read man of his day.

The booklet was printed to give away; your copy is wrapped up and ready to mail; no obligation; merely clip this coupon NOW.

P. F. COLLIER & SON
416 West 13th Street
New York, N. Y.

Without any obligation whatever to me, please send me a copy of the free "Guide Booklet to Books," with the story of the Five-Foot Shelf.

V. 9-15-14

Name.....
No. and Street.....
City..... *State*.....

If you have children and are interested in their reading, put an X in this square. ☐

P. F. COLLIER & SON, Publishers of Good Books.

Poinciana Cerate

is esteemed by women who are critical as the toilet cream par excellence. It possesses virtues that are not found in other cold creams.

Poinciana Cerate is the result of years of study of the skin and its needs and exhaustive experiments by a skilled chemist in an endeavor to meet those requirements. That the ultimate result has been the production of a toilet cream of surpassing efficacy and skin-health properties, is attested by the fact that women of wealth and culture are using it exclusively in preference to all others. It is the pride of Palm Beach, the land of its nativity.

We say with all confidence that **Poinciana Cerate** is the most perfect preparation of its kind extant, a masterpiece for the toilet.

A sample will be sent for a stamp to those who wish to test Poinciana Cerate

Tubes, 25c.
Jars, 50c., $1.25 and $2.50

At really high-class toilet goods counters—or sent postpaid by

G. B. MERRIAM
Lake Placid N. Y.
also at Palm Beach, Fla. and White Sulphur Springs, W.Va.

Ovida

Reducing Brassiere

Adaptable With or Without Corset

For waltzing to a dreamy strain,
For marching in the ranks,
For riding through a shady lane,
For playing girlish pranks,
For strolling on the promenade,
For boating on the bay,
For resting or for working hard,
Wear O-V-I-D-A.
For bathing in the briny surf,
For basking in the sand,
For golfing on the grassy turf,
For roaming meadow land,
For garbing in the fashion's art,
For dressing negligee,
For feeling comfy, looking smart,
Wear O-V-I-D-A.

Reduces at Once 2 to 4 Inches

Made in Six Models

With or Without Shoulder Straps

Made of **Elastricot**, a scientifically contoured fabric that exercises a tendency to permanently contract the tissues and reproduce the perfect feminine model, either with or without corset. Adaptable to every figure. We guarantee the OVIDA to be the nearest approach to a perfect Figure-Shaping and Health-Protecting Garment ever invented. Regular sizes, 32 to to 52.

Look for the Label Ovida

Protected by U. S. Patent No. 44411
SOLD AT LEADING STORES AND CORSETIERES
Send for Handsome Free Book of Fall Styles

Ovida Company
15-17 West 38th Street, Dept. 2, New York

THE SMART HAT

FOR A
SMART
MISS

THE "REBOUX" SAILOR

BY

MODEL 1700

Smolin

AT ALL GOOD SHOPS

SMOLIN HATS

Julius Smolin
718-720 Broadway, N. Y.
52 Rue d'Hauteville, Paris

Powdered Perfection for the Complexion

Found! A powder which answers the three-fold demand made in the name of beauty—it supplies bloom and fairness with skin protection, and it lasts.

Ingram's
Velveola Souveraine

Face Powder 50c

At drug stores or by mail postpaid

Four tints: pink, white, flesh, brunette. Many keep two tints handy. For evening, white or brunette powder is best. For daylight, flesh or pink is best. For neck and arms, use white. Send us 2c postage to cover the cost of mailing, and receive free a sample of Milkweed Cream, of Velveola Souveraine, of Ingram's Rouge, also Zodenta Tooth Powder.

FREDERICK F. INGRAM COMPANY
Established 1885
Windsor, Can. 86 Tenth St., Detroit, U.S.A

Ingram's
Milkweed Cream
Preserves Good Complexions
Improves Bad Complexions

There Is Beauty in Every Jar. Price 50c and $1.00 at druggists'.

BISSELL'S

"Cyco" BALL BEARING

Carpet Sweepers

combine simplicity and ease in operation, daily convenience, economy, and efficient sweeping. They confine the dust, freshen, brighten and preserve carpets and rugs and save your strength. The Bissell sweeper is the handy, inexpensive cleaning device for every day use. Double benefits are derived from two sweepers, one for upstairs and one for down. The best dealers sell them at $2.75 to $5.75. Booklet on request.

BISSELL CARPET SWEEPER CO.
Grand Rapids, Mich. Niagara Falls, Can.
"WE SWEEP THE WORLD"

WHILE YOU SLEEP

B. & P. **Wrinkle Eradicators or Frowners**

smooth out the wrinkles and crow's feet that mar your beauty.

They are absolutely harmless—simple and easy to use—a toilet necessity. Made in two styles. **Frowners** for between the eyes **Eradicators** for lines in the face.

Either kind sold in 25c., 50c. and $1.00 boxes, including a booklet "Dressing Table Hints" at drug and department stores everywhere. If your dealer cannot supply you, sent direct, postpaid, on receipt of price.

B. & P. CO. (Two Women)
1790 East 68th St. Cleveland, Ohio

Freckles

are "as a cloud before the sun" hiding your brightness, your beauty. Why not remove them? Don't delay. Use

STILLMAN'S **Freckle Cream**

Made especially to remove freckles. Leaves the skin clear, smooth and without a blemish. Prepared by specialists with years of experience. Money refunded if not satisfactory. 50c per jar. Write today for particulars and free booklet, **"Wouldst Thou Be Fair"** Contains many beauty hints, and describes a number of elegant preparations indispensable to the toilet. *Sold by all druggists.*

STILLMAN CREAM CO.
Dept. A Aurora, Ill.

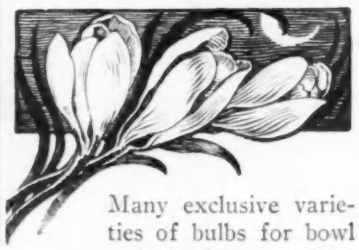
THE

LETTERS ON PAGE 8

tells how two of the users of Vogue Patterns found them helpful in moments of emergency.

We confess to much pleasure in printing letters of this sort, because they corroborate us in the belief that Vogue Patterns, as a time and labor saving device, are worth everything to the woman who must meet some sudden need in her wardrobe.

If you require a few more gowns than your allowance would otherwise cover—or if you want a dress for some unexpected occasion—then you will find that Vogue Patterns are of immense practical value.



Many exclusive varieties of bulbs for bowl or bed culture are illustrated and described in our new catalogue and handbook. Superior specimens of well-known favorites.

Carter's Bulbs

are thoroughly tested, assuring the very highest quality and success in cultivation. A complimentary copy of the catalogue on request.

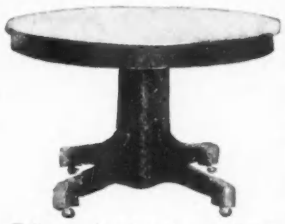
CARTER'S TESTED SEEDS, INC.
116 Chamber of Commerce Bldg.
BOSTON, MASS.

SEEDSMEN BY ROYAL WARRANT TO HIS MAJESTY KING GEORGE V

As the Onward Sliding Furniture Shoe has a large flat base with universal movement it cannot injure Floors or Coverings. And being made of glass, beautifies wood furniture, pianos or metal beds. Made in 8 sizes. If your dealer will not supply you, write us. Dept. 2

Onward Mfg. Co., Menasha, Wis., & Berlin, Ont., Canada

LEAVENS FURNITURE



¶ Repeated orders from satisfied customers and their frequent letters of commendation place Leavens' Made Furniture in a class by itself. It is furniture that meets every requirement of the particular purchaser. A large variety of styles, all good and each purchasers' individual taste in finish, insure the measure of satisfaction that has resulted in a marked increase in sales during the past year.

¶ Leavens' Made Furniture is designed on the plain, simple lines, that give style and character. It is strong but not clumsy. Each piece has individuality. An inspection of unfinished stock in our warerooms shows how good is the material, and how honestly it is built. It is finished to your order if so desired.

¶ A package of over two hundred prints and a color chart will show you possibilities for every room in your house. Send for Set No. 5.

William Leavens & Co.
Manufacturers
32 Canal Street, Boston, Mass.

Burrill's Tooth Powder

For candy lovers. Cleanses so thoroughly it works its way to all parts of the tooth enamel and leaves the mouth clean, sweet, and refreshed. Indorsed by dentists, 25 cents. Powder form in large glass bottles—or in paste form in tubes. New England Laboratory Co., Lynn, Mass.

Model your figure with a

Model
TRADE MARK
brassière

UNRESTRICTED waist, low bust and soft, supple lines are Fashion's latest edict. They permit of that "carelessly careful" grace of outline, at the same time protecting the lines of the figure.

The "flap" covering the non-rust hooks and eyes and extra-large arm-shields make Model Brassieres do double service. Made in a wide variety of fastenings. Styles and fabrics for every occasion, to fit every figure. The removable rustless boning facilitates laundering.

Model in name—model in make. They model the figure into Perfection. Durability, Quality and Beauty are needled into every Brassiere.

Individually styled—sensibly priced. If your dealer cannot supply you with Model Brassieres, write to us direct. Our personal Guarantee on every Brassiere.

Write today for the handsomest Brassiere Catalogue published, showing over 50 newest style Brassieres of fashion's latest decree.

PRICE 50c. TO $6.00

Model Brassière Co.

CHICAGO 200 FIFTH AVENUE, NEW YORK CITY BROOKLYN
PARIS Dept. "A" SAN FRANCISCO

Here is a Wonderful Free Booklet About Your Children's Reading

It was printed to give away. There is a copy for every Vogue reader who has children, absolutely free.

It contains the advice of the greatest teachers in America about your children's reading—priceless counsel for fathers and mothers *who care.* It tells the fascinating story of

The 846 Junior Classics

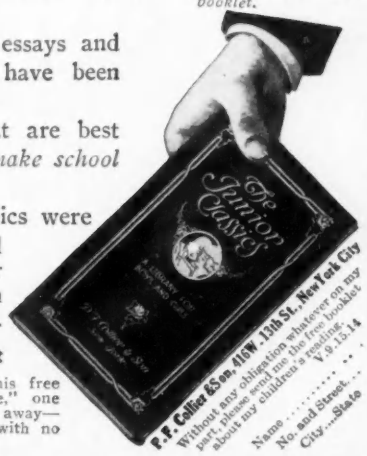
selected by noted educators and arranged by Wm. Allen Neilson, Professor of English at Harvard University.

Out of all the stories and essays and poems in the world, 846 have been chosen by famous educators.

They are just the 846 that are best adapted to *form character, make school work easier, insure success.*

How these 846 Junior Classics were chosen, what they are, and how you may have them for your boy or girl is all told in this wonderful free booklet.

This reproduction of Maxfield Parrish's famous painting is reproduced in colors in the free booklet.



This is the FREE Booklet

For your children's sake, send for this free booklet. "It was worth $100 to me," one mother writes. Yet it is free—given away—and it will be sent to you by mail with no obligation. Merely clip the coupon.

Charming Creations at Worth While Savings

Let us send you this Book of the Latest New York Styles. FREE

WE offer you direct by mail, the daintiest, up-to-the-minute creations—dresses, suits, underwear, shirt waists and lingerie—designed by our fashion experts and made by us for the most exclusive New York shops. We use only the finest materials, and offer you exceptional values at prices that will pleasantly surprise you. In quality, beauty, style and variety, the Royal Apparel Line will delight you, and making your selection from the beautifully illustrated Style Book we send Free, is just like shopping on Fifth Avenue.

SPECIAL INTRODUCTORY OFFER

To convince you of Royal Apparel values, we offer this dainty model prepaid at less than you would pay in any retail store.

Style No. 1209 This Smart Satin Dress Special at $15.75 Prepaid

THIS stunning model shows the latest lines of the new semi-fitting Basque. Made of fine "Duchess" Satin, the new material that wears wonderfully and is soft in texture.

The flat collar is of fine white satin producing a beautiful contrast. The long waist front shows the semi-fitting effect. Two corded seams and a row of small self covered buttons run down centre. Tie of self material, finished with two fine imitation "Cornelian" beads. The waist fastens down front with patent fasteners. The sleeves are set in showing corded seam; finished at cuffs with six small covered buttons. The skirt has the "Russian Tunic," wide sash overlapping three-quarter inch side plaited overskirt.

The back shows the Flat Satin collar and corded seams, also bow of self goods on sash.

This model can be had in Black, Navy, French Blue and Green.

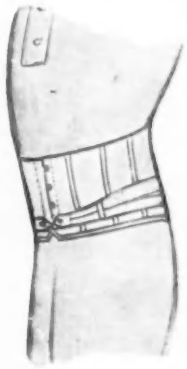
Made to your measure and shipped prepaid, for only.... **$15.75**

We absolutely Guarantee all our merchandise. If the garment you purchase is not entirely satisfactory—no matter what your reason—return it and we will cheerfully refund your money.

Write today for our Free Book of New York Styles:

ROYAL APPAREL COMPANY
42 East 32nd Street, New York

Tricot Belt Corset
For Men



Price, $5.00

A Superior Supporter and Abdominal Reducer. Lends to evening clothes that much envied glove-fitting appearance.

Benefits the thin and stout alike.

Send hip and waist measure, taken tight over trousers; with money order or draft on New York. Initial orders from men's furnishing stores solicited.

HEATH CORSET CO., Inc.
373 Fifth Avenue New York

CAUTION
Beware of the name "Vogue"

The title "Vogue" has a two-fold value. First, of course, the *intrinsic* value of the word itself, with its suggestion of smartness and distinction. Second, the title has the *added* value of its long association with Vogue, the magazine.

Certain manufacturers are using "Vogue" as a trade name for all sorts of merchandise. There are "Vogue" candies, and "Vogue" toilet articles, and "Vogue" hats and various other things, good, bad, and indifferent, all labelled "Vogue."

It may be the desire of the makers of these things subtly to trade on the reputation and prestige of Vogue, the magazine. They may wish to convey the idea that Vogue is in some way responsible for their products.

Vogue is *not* responsible. Except in Vogue itself, and Vogue Patterns, no article that bears this name has any connection with us. We believe it our duty to point out from time to time that various articles called "Vogue" are not backed by Vogue, the magazine; and that you are not safe in accepting them on the assumption that this magazine is in the slightest degree responsible for them.

The BILTMORE
NEW YORK

America's Latest and Most Refined and New York's Centermost Hotel

Only hotel occupying an entire city block, Vanderbilt and Madison Avs., 43d and 44th Sts., adjoining Grand Central Terminal

1000 rooms; 950 with bath—Room rates from $2.50 per day. Suites from 2 to 15 rooms for permanent occupancy. Large and small ball, banquet and dining salons and suites specially arranged for public or private functions.

Gustav Baumann, Pres.
John McE. Bowman Vice-Pres.

Dainty Batiste Undervest

exquisitely finished with point d'esprit. *Made to required length,* $1.00. Monogram 50c. extra.

Send for New Booklet

which shows a few special styles in undergarments and accessories.

Miss Priest's Individual Shop

100 Boylston St. Boston, Mass.

Educational Toys and Miniature Construction Materials
Artistic and Unusual Novelties

To the Trade

We offer the most original and exclusive assortment of toycraft and artistic what-nots. We have added to our line the latest European suggestions gathered by our Artist-Representative in a four months' trip through Austria, Germany, France and Switzerland.

To the Individual

For the first time a careful selection of books, music and toycraft for children, together with Nursery and Playroom equipments and furnishings, are exhibited as a whole. This and our Christmas room, where every necessary thing for "gifting" is found (tape, labels, cards, string, paper, boxes, etc.), make of our large and sunny quarters a veritable

Children's Gift Shop

The Strybelyne Shop Inc.

Established 1900
Entire 12th Floor,
7 to 11 West 45th Street, N. Y. C.

Have You Sent Vogue Your Winter Address?

EVERY day now we realize that there will not be enough copies of Vogue to go around this year.

Women who in times of peace, perhaps, regard Vogue as a luxury, have now come to the conclusion that Vogue now is a necessity. With its authoritative news of the fashions, Vogue stands alone as the one arbiter of what really well dressed women are wearing.

Therefore there is a greatly increased demand for Vogue; and even though you are a subscriber, you will miss one or more copies if you neglect to give three weeks' notice of your autumn change of address.

Simply send a postcard with both the old and the new address. Then you will be quite sure not to miss a single copy.

VOGUE

443 FOURTH AVENUE, NEW YORK

THE MENDING SHOP

Trade Mark

The Original Mending Shop of New York

Gowns, Suits and Dresses Remodeled

Waists, Gowns and Suits cleaned, pressed and remodeled into the latest style. First class dry cleaning.

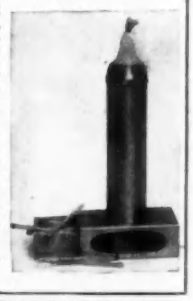
A department for darning and mending

Lingerie a Specialty.

MISS H. REDDING COUGHLIN,
20 W. 31st Street, N. Y. Phone 189 Mad. Sq.

Traveling Candlestick

Made from solid brass, finished in old brass or white enamel 4½ inches high. Fits the ordinary size candle and match box. A convenient night light in your home or on trips. Put it where you are likely to need a light, on a table by your bed, in a dark closet, etc., and you will use it hundreds of times. The matches and candle are always together, where you want them and when you want them. Sent prepaid on receipt of 50 cents.



Imperial Novelty Co.
Waterbury, Conn.

SHIRT HOSPITAL

ESTABLISHED 1899

Shirts you may consider worthless, we repair so they will give you another season's wear. We have altered over 2,000,000 shirts for people in all parts of the world.

ECONOMIZE--SAVE MONEY

Send repairing to us by Parcels Post—broken fronts, new necks, cuffs, in short all kinds of repairing—moderate charges. Send for price list. Shirts made to order from your own material.

Hutchinson's Famous Shirt Hospital, Inc.
1265 Broadway New York City
Phone the Doctor, Madison 5846

THIS IS JOAN SAWYER

the best dancer in America, in her interpretation of the Hesitation Waltz. Pictures and text showing this and other new steps and how to do them, in the October

WOMAN'S HOME COMPANION

15c. on all news-stands

★ TO THE MOTHER

AND MOTHER-TO-BE

The Woman's Home Companion is back of all Better Babies Movements — 133,421 babies have been tested and measured by the Better Babies Bureau of the Woman's Home Companion. A new service for mothers, even more wonderful and far reaching, is described in the October

WOMAN'S HOME COMPANION

15c. on all news-stands

☆

☆

The Frolaset Corset

A Corset That Laces In Front

With forethought for the future and an aim to win immediate approval from women who understand the difference between "class" and "ordinary," we have made a front lacing corset that is perfect—and named it the Frolaset'. You'll like the Frolaset'; it is much different from the ordinary front lacing corset.

Your dealer can probably show you the new fall models.

$3.50 to $40.00

FROLASET'CORSET COMPANY

Makers of Front Lacing Corsets Exclusively

DETROIT, MICH.

NEW YORK — Fifth Avenue Bldg.

PARIS — 16 Sainte Cecile

Trade

Mark

Corticelli Silk

Makes a "Rip Proof" Seam

"K"

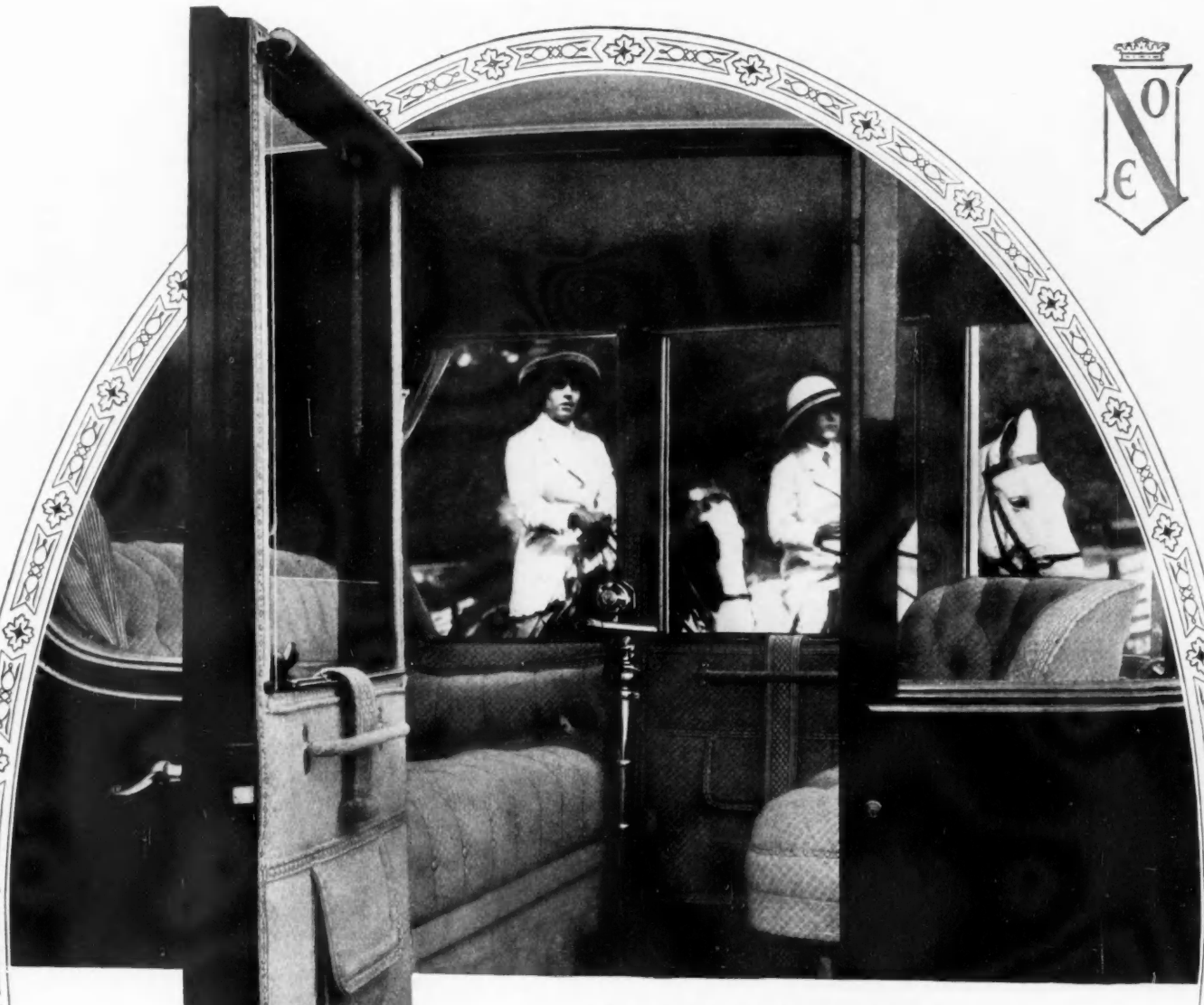
THE BEST STORY

MARY ROBERTS RINEHART

EVER WROTE BEGINS IN THE

OCTOBER McCLURE'S

FIFTEEN CENTS ALL NEWSSTANDS



LEADERSHIP!

Electric-car owners now turn naturally to the Ohio Electric for advanced ideas of real value

Last season the Ohio Electric was universally admitted to be two years in advance—in design, in comfort and in operating simplicity.

The new Fall models maintain this leadership.

The magnetic control, magnetic brake and double drive—the operating combination which made handling this electric child's play—is still an exclusive Ohio feature.

The exquisite body design, which attracted instant admiration everywhere, has been still further refined. Crown fenders, beaten by hand from one piece of aluminum, make possible an added harmony of line. We can supply either worm or helical gear-driven cars, at the owner's option. *Literature on request.*

The Ohio Electric Car Co., 1503 W. Bancroft St., Toledo, Ohio

Gibson Electrics, Ltd., Ontario Distributors Toronto, Canada

Ohio Electric Magnetic Control—Simple as Turning a Door-knob

OHIO

THE ENVIED
ELECTRIC

Don't feel like a fitting?

No fatigue when you use *Pneu Form*

Your Exact Pneumatic Figure
With Proper Care Will Last a Lifetime

WHY be a slave to custom? Why rack your nerves, waste your time, and spend your energy standing up for "fittings"? Order your own Pneu-Form.

Thousands of modern women of fashion have learned how to be stylish without being slavish—they know how to dress without drudgery! They use Pneu-Form—and the inflated figure does all the *posing*.

Pneu-Form has *your* lines, reproduces exactly your own figure, every measurement is *perfect*. It poses all day long without getting tired, nervous or fidgety.

Your Own Counterpart.
Changes with the Style.

Smaller Persons May Use It, Also.

With Pneu-Form, your seamstress may go ahead making new gowns, remodeling old ones, fitting them over your own lines, draping them at her leisure, saving her time and yours—whilst you attend to more pleasant affairs.

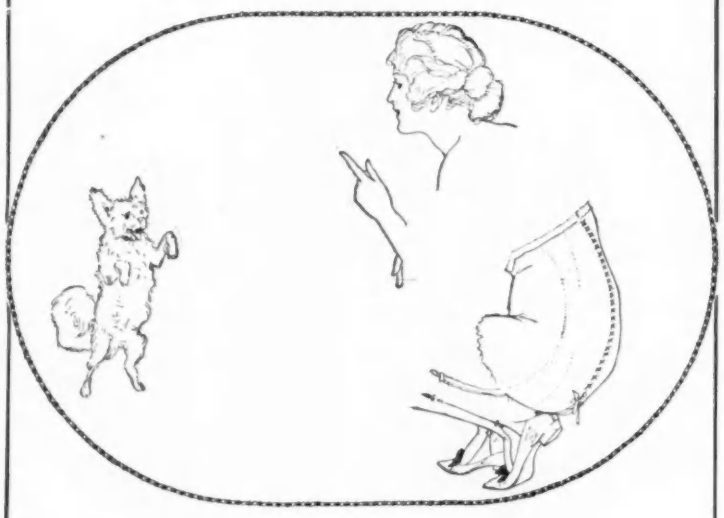
Pneu-Form is not a hard, graven, molded image—it is *you*. Pliable, resilient, almost *human* in its perfect lines and curves. It also inflates to the exact size of any *smaller* person.

Your Jacket Pattern—Free With Your Order

With your order we make to measure a Free Jacket Pattern. Simply finish the jacket, inflate the figure and you have your own perfect form. Write for booklet "My Pneumatic Self" today. It is a guide, a help, and an inspiration. We will also send self-measurement blank.

To the 300,000 users of Pneu Form we announce the addition to Pneu Form of a simple adjustable skirt form which may be purchased separately and used with your Pneu Form.

Pneumatic Dress Form Co.
557 Fifth Avenue, New York



The Redfern Corset Lady

We asked the readers of "Vogue" for their opinions of the Redfern Lady illustration. Many were received, and from the helpful suggestions we have changed our art as shown above. A winning comment came to us from Pasadena, California. Read what it says:

"Naturalness is not a crime — yet. The woman who loves to jump and run — to be a girl even until the twilight years, does not wear a straight jacket from choice. In what save a Redfern could one sit on her heels and tease a playful puppy in unrestrained joy! Naturalness is never immodest — frankness is never suggestiveness. Redfern's advertisement needs no seductive draperies or swirl of lingerie. Its lines of ease and mobility, of joyous youth and eager freedom, cannot be too boldly portrayed. How do I know? I have revelled in one for years."

Redfern Corsets

are as natural as the wearer. They are designed with artistic skill to shape in modish lines with comfort, grace and service.

Redfern Corsets are for sale in the leading department stores and shops throughout this country, and can also be obtained at the Redfern Corset Shops to be opened shortly at 510 Fifth Avenue, New York; 19 East Madison Street, Chicago; and 114 Grant Avenue, San Francisco.

Three to Fifteen Dollars per Pair

The Warner Brothers Company

New York Chicago San Francisco

VOGUE WILL DO YOUR SHOPPING

No matter whether you are near or far from Fifth Avenue, you may have your choice of all the best things from the metropolitan shops. Vogue maintains a staff of trained buyers whose duty in addition to buying anything you want, is to keep careful watch for new offerings by the exclusive New York shops. This information is yours for the asking and there is no fee in connection with the service. Before ordering, read these suggestions:

1. What Vogue Will Buy

You may purchase through Vogue any article editorially mentioned in these pages; also any other desired article that can be obtained in New York City. When ordering anything that has appeared in Vogue, please tell in what issue and on what page you noticed it. When ordering articles *advertised* in Vogue, it will generally save time to write direct to the shop.

2. How To Order Through Vogue

Enclose cheque or money order, payable to the Vogue Company, to insure the cost of the articles desired. If price is unknown, send the approximate amount. Should a balance remain after purchase, it will be refunded. Should your remittance be insufficient, you will be notified; articles will not be forwarded until the full amount has been received.

3. How Articles are Delivered

Unless otherwise requested, all purchases are sent express collect. You may have the charges prepaid by enclosing approximate amount. When ordering small articles, include sufficient postage so that they may be mailed.

4. Articles Sent on Approval

Only when special arrangements are made in advance will articles be sent with the privilege of returning them. When you return any such article, send it to Vogue and not to the shop. Your remittance will be refunded when the article has been returned, but express charges both ways will be at your expense.

5. No Charge Accounts

The Vogue Shopping Service does this purchasing for you at its own expense, and without charge. To avoid bookkeeping it has seemed best not to open charge accounts; the time and effort thus saved is expended in other ways more directly to your advantage. Vogue cannot undertake to charge purchases to your own account at the shop where they are bought.

6. When Ordering Garments, Etc.

When ordering garments of any kind, be sure to state sizes and to give Vogue the completest possible idea of your preferences in style, color, and materials.

Whenever possible, please name a second choice in case the article you want is no longer in stock. Also, please let us know if you can wait for a fortnight or more in case what you order has to be specially made up for you.

Subscribers are always invited to let the Shopping Service buy the material for patterns they have bought. Every moment of available time is now spent in filling orders, and therefore Vogue cannot undertake to send samples. This offer to let Vogue do your shopping is a standing invitation, open to every reader of Vogue, no matter where she lives, nor how many or how few articles she desires to have bought in this manner.

FROM VICTORIA, B. C.

Vogue Shopping Service bought me my winter hat most satisfactorily—and also found for me a rare perfume that I had searched for in vain since my last trip abroad.

FROM TULSA, OKLA.

By consulting the Shopping Department of Vogue I have been able to secure better values and styles at lower prices than by consulting other books and purchasing at home.

FROM CARTHAGE, MO.

As I live in a town of moderate size, I bought most of my Xmas gifts through the Vogue Shopping Service. They were so pretty and unusual, my friends wondered where I purchased them. Then, too, the prices were very moderate.

VOGUE SHOPPING SERVICE

443 FOURTH AVENUE
NEW YORK

FROM PERRYSBURG, O.

Vogue's Shopping Service bought me an unusual wedding gift this spring, while I stayed comfortably at home in bad weather.

FROM NEW HAVEN, CONN.

I simply wanted a simple blouse. There it was in a May Vogue, with description and price. I sent some money to the Magic Shopper, and in two days a crisp, white, fresh voile waist arrived. Three of my friends approved of it to the extent of sending for the same model. Never before have I been copied! May it happen again.

FROM REIDSVILLE, N. C.

I have used the "Shopping Service," with which I was much pleased, having purchased an excellent model corset at a very reasonable price, besides several other articles which were equally as good, both in their use and in the cost of same.

A FINAL SUGGESTION—WHY NOT TEAR OUT THIS PAGE AND KEEP FOR REFERENCE?

Dress in Daphne Silk, by Premet

Afternoon Dress in Mexixe and Pussy Willow, by Martial & Armand

Carriage Costume in Golden Rod Satin, by Jenny

MIGEL Qualité Silks

THERE'S a Qualité Silk for every occasion—as the world's great fashion masters have discovered. As you see above, Premet chooses Daphne for a dancing frock—Martial & Armand make an afternoon dress of Mexixe and Pussy Willow, while Jenny creates a carriage costume of lustrous Golden Rod Satin. For sale at the class stores everywhere.

M. C. MIGEL & COMPANY
Fourth Avenue, at 20th Street

"THE NEW SILKS FIRST"
New York and Paris

Distinct in Style—Durable—Dependable

Style No. 459/1351, Terra Cotta Brown with Green Nub overplaid; No. 459/1350, Copenhagen Blue with Tan Nub overplaid; at $17.50.

Style No. 1918/1396, Brown with Terra Cotta overplaid; No. 1918/1397, Grey with Green overplaid; No. 1918/1398, Heather Mixture with Rose overplaid; No. 1918/1399, Lovet Green with Purple overplaid; No. 1918/1400, Lovet Tan with Green overplaid; at $16.50.

Style No. 454/1221, Tannish Brown Mixture; No. 454/1222, Green and Brown Mixture; No. 454/1223, Terra Cotta and Brown Mixture; No. 454/1224, Green and Terra Cotta Mixture; No. 454/1225, Red and Green Mixture; No. 454/1226, Blue and Green Mixture; at $17.00.

Kenyon Outing and Motor Coats, Raincoats and Overcoats are made in all suitable fabrics and styles for men and women.

If your Dealer will not supply these models, write the Vogue Shopping Bureau, 441 Fourth Ave., New York

C. Kenyon Company

WHOLESALE SALESROOMS:
Fifth Avenue Building, 23d Street and Fifth Avenue
NEW YORK

Chicago:
Congress and Franklin Streets

Boston:
501 Washington Street

DITTMAN COLOR PRINTING CO. INC. N. Y.

SILK hosiery made in color to match any sample on a few days' notice is but one of various ways in which McCallum Silk Hosiery is indispensable to good dressing. Sold at the best shops everywhere.

Send to us for handsome booklet
"Through My Lady's Ring"

McCallum Hosiery Company
Northampton, Massachusetts

McCallum Silk Hosiery